

CHEMIST & DRUGGIST

The newsweekly for pharmacy

a Benn publication

August 27 1983

**Frustration,
anger, but
resignation
to discount
surcharge**

**SPS revised:
fewer eligible
but 'smaller'
benefit more**

**Tests on an
audible aid
to compliance**

**Now a petition
to oppose
supermarket
pharmacies**

Home Brews
SPECIAL
FEATURE



The Mentholatum Company Limited Longfield Road, Twyford, Berks RG10 9AT Tel (0734) 340117

You asked for

the warming, soothing, reliable and effective
Collis Browne's in

a tablet

So we've done it!

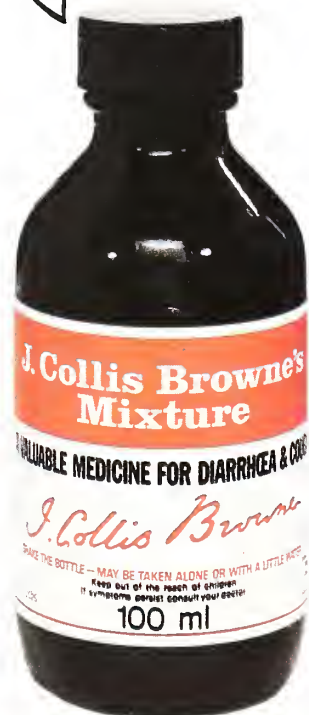
*I've got the sunglasses now,
so don't let your customers
spoil their holiday with
HOLIDAY DIARRHOEA*

*I'm here for all the
year round use, warming,
glowing and calming your
customers' upset tummies*



At last your customers have the choice of Liquid or Tablet for Collis Browne's.

The Tablets in cartons of 18 and 36, are especially convenient for taking on holiday for on the spot relief from Holiday Diarrhoea.



Collis Browne's Mixture

LIQUID & TABLETS – SOOTHE AWAY DIARRHOEA

CHEMIST & DRUGGIST

Incorporating Retail Chemist

August 27, 1983

Volume 220 No 5384
124th year of publication
ISSN 0009-3033

Editor/Publisher:
Ronald Salmon MPS
Deputy Editor:
John Skelton BPharm, MPS
Contributing Editor:
Adrienne de Mont
BPharm, MPS
Beauty Editor:
Liz Platts BA
Editorial Assistants:
Patrick Grice BPharm, MPS
Paul Slade BA
Steven Titmarsh BPharm, MPS

Price List Controller:
Colin Simpson

Director: James Lear

Advertisement Manager:
Peter Nicholls JP
Assistant Advertisement
Manager:
Doug Mytton
Production: Shirley Wilson

Published Saturdays
by Benn Publications Ltd,
Sovereign Way, Tonbridge,
Kent TN9 1RW
Telephone: 0732 364422
Telex 95132

Subscription:
Home £46 per annum
Overseas & Eire £60 per annum
including postage
95p per copy (postage extra)

ABC

Member of the Audit
Bureau of Circulations

Regional advertisement offices:
Midlands: 240-244 Stratford Road, Shirley,
Solehill, W. Midlands B90 3AJ
021-744 4427

East Anglia: 71 Welsford Road, Laton Rise,
Norwich NR4 6QD
0603 54284

Scottish: 18 High Street, Paisley
041-887 0428

North East and North West
491 Chester Road, Old Trafford,
Manchester M16 9HF 061-872 5151

West Country & South Wales,
10 Badminton Road, Bownd, Bristol
BS16 6BQ 0272 564827

Benn

CONTENTS

Reactions to the discount surcharge

Anger and frustration but most resigned to settlement 320

Pharmacies in supermarkets

Petition started against them 321

Small pharmacies scheme revised

Prescription ceiling lowered 322

Home brews

A special feature 341

Tab-lert — a new compliance aid

Practice research from East Anglia 346

Comment 319

Topical reflections by Xrayser 323

People 323

Counterpoints 324

Prescription specialities 339

Books 339

Letters 348

News extra 349

Business news 350

Appointments 351

Coming events 352

Classified advertisements 352

Contents © Benn Publications Ltd 1983. All rights reserved.
No part of this publication may be reproduced, stored in a
retrieval system or transmitted in any form or by any means,
electronic, mechanical, photocopying, recording or otherwise
without the prior permission of Benn Publications

COMMENT

In the balance?

Have the new discount scales, the discount surcharge, and the heavily-cut generics prices really sunk into contractors' minds yet? Or is there an explosion of fury still to come?

Of the hundred or more pharmacists who contacted the Pharmaceutical Services Negotiating Committee offices early this week, the vast majority are understood to have been new contractors who have started or taken over businesses since October 1980, and for whom it is hoped PSNC can make arrangements for special compensation (C&D last week, p272). But reaction through the country at large, as gauged by comments reaching LPC secretaries, has been mixed: resignation to the inevitable seems to sum up a large part of the reaction.

Nevertheless, the "unfair" nature of the clawback is rightly surfacing from those who, either by choice or situation, have not been full beneficiaries of the wholesalers' discount bonanza. This is a natural corollary to the averaging system and applies equally to the generics side of the business, where some have sought to make a fast buck out of parallel importing. We doubt whether there will be many troubled consciences, but must point out to those involved that the discount outcome proves that in the end the "buck" stops not with the taxpayer, but with their fellow pharmacists.

Can the wholesalers continue with their bonanza? They have been warned that to reduce discounts during the five months of "front-loading" in the surcharge on contractors would perhaps be the straw that broke the camel's back for some of their customers. Fortunately, there seems to be no move to take this path, but the wholesalers have been caught in a dangerous trap — albeit one they themselves helped to set.

Their one consolation is the inquiry into distribution promised by the Government. It is an inquiry which is long

overdue, because the Government has always scrutinised costs and profits of both the pharmaceutical industry and the chemist contractor, weighing these against such national interest criteria as research, exports and service levels to the patient.

The wholesale service is no less important — indeed, without it the two "controlled" arms of the medicines business cannot function. So while we do not advocate any measures that would stifle the healthy competition in this sector, we must recognise that the taxpayer will need to be persuaded that margins are justifiable in the interests of service maintenance.

Following the cuts in wholesalers' margins from the traditional 15 per cent (as a result of discounting), the 2½ per cent cut in turnover in recent Government moves against the industry, the anticipated cut in generics turnover following the axing of prices, and the inevitable dire financial straits of their retailer customers as a result of the clawback, it seems certain that any Government inquiry will show recent DHSS activity to be putting the level of wholesale service in jeopardy. It may then be hoped that the Government will develop a positive policy on pharmaceuticals and their supply to the Health Service.

And with the complete picture available, perhaps contractors may even hope that the policies towards the three sectors will be co-ordinated so that no one sector is in future left to face the financial consequences of the others' folly. For example, if it should be found that wholesalers must reduce their discounts, then from the same date contractors could have the clawback surcharge reduced. That must make sense — even to the Treasury. And of course, only the Government can overcome the legal difficulties which hinder attempts to get an industry-wide consensus on prices.

Surcharges meet with anger but resignation

The discount surcharge announced last week has been greeted by contractors with anger and frustration. The general feeling is that the small man has come off worst, a situation that should not have been allowed to happen, according to one LPC secretary.

However the agreement between the Government and the Pharmaceutical Services Negotiating Committee is seen as a *fait accompli* by most of the LPC secretaries contacted by *C&D*. There have been calls for special general meetings in two areas but in both cases it was decided to defer any discussion of the matter until the next LPC meeting in September.

Mr Gartside, Gwynedd LPC secretary, says that pharmacists in his area have a special problem in that most are in isolated rural shops. Because they cannot afford to be out of stock they generally deal with two or three wholesalers and as a result have never been getting top line discounts. Since October 1980 there have been five changes of wholesalers in the area.

"Most upset are those that have been in their shops for 18-24 months," says Mr Gartside. There are nine shops in his area in that position. "Rural areas are bound to be the hardest hit."

Gwynedd is one of the areas where there has been a call for a special general meeting, but as Mr Gartside points out: "I don't quite see what we can do anyway. This is August — the time of the year when we make most of our money." He reckons to have £2,000 to £3,000 clawed back from him by Christmas and as a result is holding off on a computer system because he doesn't know whether he can afford it.

Threats of sanctions

Mr M. Wood, Salford LPC secretary and PSNC representative for the North West, says he is getting feedback at two extremes — either resigned acceptance or threats of sanctions. In the middle people "remain dormant." Mr Wood feels that now the question of what happens to newly-opened pharmacies is likely to be solved there is unlikely to be support for any concerted action.

"The clawback is not likely to drive people out of business. There will be a lot of real hardship and a lot of people will be financially embarrassed. The standard of service is going to fall. Five months is long enough for these things to take effect. It is

only people who have a capital standby who will be all right. Most people in my area operate on an overdraft."

Mr G. Noden, secretary of the London group of LPCs, has had little feedback from contractors in his area. The situation is hardly unexpected, he says. "We have known we owed the Government money for a long time. Whether contractors have been putting money on one side I do not know. What effects it will have on the ordinary contractor I do not know. Many have been buying on good terms for a number of years and haven't been doing too badly. We were in a state of overpayment under the present rules and I have been telling them that for many months."

'Staggered'

Mr C.W. Doorbar, Cumbria LPC secretary, returned from holiday last Sunday and is "staggered" by the surcharge. "I cannot see how pharmacies can remain viable. The discount in our business will be in the region of 12 per cent." Mr Doorbar was complimentary about the way in which their PSNC representative, Mr A. Tweedie, had kept the LPC informed over the situation.

Mr D. Newton, secretary of Humberside LPC, is another who came back from holiday to be confronted with the news. He heard from some 15 contractors in the first two days of the week. "There has been quite a lot of anger, but the way the contract is written there is nothing at all to be done. The problem is that there are so many anomalies. One is that the clawback includes generic prescribing. This varies from shop to shop, and some are getting clobbered more than others. People have said we must not take this lying down, but there is not a lot you can do."

Mr Newton does see the level of service going down. "I have been dealing with three wholesalers because I have a reasonable over-the-counter business, and have been able to get the discounts. It is going to mean cutting down on one of those wholesalers without any question. We will get more out of stocks, not only

on counter lines, but also on ethicals."

Mr A. Mosely, Birmingham LPC secretary, also feels service will be affected, but does not think the implications have fully sunk in yet. "It will disrupt the service. It will put pharmacy numbers back down. They have been growing in this area for the past few years. People will not open late as they will be working for nothing. The small man has been badly penalised. I do not see how the PSNC can say he was getting the most advantage from discounts."

It's water under the bridge, and the small pharmacist who is going to be up the creek, according to Mr Bob Worby, past PSNC chairman and secretary to Barking and Havering, and Redbridge and Waltham Forest LPCs. He would like to have seen a longer repayment period and is not happy with the result, especially the discount scale itself.

"I have received several phone calls and the pharmacists are all furious, but there is nothing you can do. Everyone is unhappy and surprised at the way it is being done. It is not reasonable. The settlement the Government has obtained is not reasonable. It is a punitive fine which the small man cannot pay. It is the little chaps who are going to suffer and that should not have been allowed to happen. The only glimmer of light is that it might discourage leapfroppers!"

Price corrections

The Pharmaceutical Services Negotiating Committee has corrected the Drug Tariff price of oxytetracycline 250mg tablets (1000), effective October 1 (see last week, p275). The current price is £9.60, the price reduction (15 per cent) is to £8.16. "A" should be deleted and "S" inserted.

And in Scotland...

Scottish contractors will have to wait before details of any discount surcharge which might be applied to them are known. The Pharmaceutical General Council (Scotland) is still negotiating with the Scottish Home and Health Department.

Dr C. Virden, PGC secretary, told *C&D* that a communication from the Department had been received on Monday, "seeking to apply scales of discount not dissimilar to those applied in England and Wales." The PGC was meeting with the Department as *C&D* went to press. "Things will have to be settled fairly quickly," Dr Virden commented.

Petition on supermarket pharmacies

Mr Ashwin Tanna has started a public petition in support of his campaign against pharmacies in supermarkets — and after six days had already attracted 450 signatures.

The petition is a result of consumer reaction to an article in *South London Press* headed "Chemist's battle with big stores over pills — change law call" and follows Mr Tanna's survey in *C&D* (July 23, p166) in which he sought the support of pharmacists.

The petition is addressed to the Minister of Health and reads: "We the undersigned, having read with great interest the views of Mr Ashwin Tanna, pharmacist, of Lordship Lane, East Dulwich, London SE22, wish to express our support of Mr Tanna's campaign which, in effect, seeks to prohibit in-house pharmacies within supermarket chains. It is very much hoped that the Minister and HM Government will consider seriously the very real threat now posed to the small individual pharmacist and trust that this petition will help to underline the concern felt by both the pharmacist and the general public."

In addition to obtaining the signatures of customers in his pharmacy, Mr Tanna has been spending a couple of hours "knocking on doors" after business hours and reports that everyone he has spoken to has been very sympathetic about the campaign as reported in the local paper. Direct help has come from a local resident who volunteered to take the petition round another part of Dulwich.

Mr Tanna told *C&D* this week that he would be happy to send a copy of the petition form to any pharmacists willing to follow up his initiative in their own localities. He will also provide a copy of the article in the *South London Press*.

□ In Mr Tanna's letter published in *C&D* last week (p308), a sentence in the second paragraph should have read: "I see no fundamental reason why companies or partnerships should run a group of pharmacies".

Proflex PIP codes

International Laboratories did not inform us at the time of going to press with the August 13 *C&D Price Supplement* that they would be using codes already advised to them for a new product. In this event other codes were allocated in error, which has caused some confusion. Please note that the correct PIP codes are as follows: Proflex 12s 208-090; 36s 208-348. The product is subject to resale price maintenance. The corrections will appear in the August 27 *C&D Price Supplement*.

Mr David Green (right) of Colchester, Essex, receives a Philips 14in colour television set as first prize in Evans' kaolin and morphine competition. Mr Green guessed the correct number of two litre bottles produced from a production vessel. Evan's national sales manager, Peter Kettle (left) and Keith Horton, territory controller, are also pictured



Biobronze batch return for refund

Pharmacists are asked to return bottles of Biobronze (canthazanthin), batch number E3023A to manufacturers Bioceutics for refund or replacement.

A spokesman for the company said about 40 bottles of the affected batch are in circulation. Instead of 30mg capsules they contain 3mg capsules.

Confusion arose because the raw material (supplied by Roche) is canthazanthin adsorbed onto a powder base and the canthazanthin powder contains only 10 per cent canthazanthin.

A warning that pharmacists should remove all stocks of Biobronze from sale appeared in the National Pharmaceutical Association's *Pink Supplement* before batch numbers and an assurance of refund or replacement had been supplied by Bioceutics.

ANP 'optimistic'

The Association of New Pharmacies is still not releasing details of the legal opinion it has received on the position regarding Basic Practice Allowance.

Following a meeting with solicitors last Wednesday the Association has been advised to wait until it has met with the Pharmaceutical Services Negotiating Committee before making a statement. However ANP secretary Mr M. Waldman has been unable to fix a date for the meeting.

He says he is "optimistic" over the outcome of any meeting and told *C&D*: "Our funds at the moment are abundant and we can press on."

Ibuprofen in USA

Ibuprofen could be available OTC in the USA by next April.

A Boots spokesman told *C&D* that the Food and Drug Administration's advisory committee had recommended that the drug should be made available OTC; the

decision now awaits full FDA approval.

The prescription product, Rufen, was advertised on television in Tampa, Florida, in May with FDA approval.

RPA reschedule AGM

The Rural Pharmacists Association has rearranged its "post-Clothier" policy-making conference and annual meeting for the weekend of October 15-16. A "poor response" from members led to cancellation of the first conference scheduled for July.

The vice president of the Pharmaceutical Society has accepted an invitation to speak and it is hoped that speakers from the Association of the British Pharmaceutical Industry and Community Health Council will also attend. To be debated is a proposal to make a £500 grant for research to locate rural areas with a poor pharmaceutical service.

The conference is at Richmond Hill Hotel, London. Arrangements have been made to cater for those members, wives, husbands and friends to stay for one or two nights. A two-night stay — bed and breakfast, Friday October 14; Saturday, conference buffet dinner, bed and breakfast, and on Sunday, lunch, tea and coffee — will cost £55 per person. Those staying for Saturday only, but participating in the full programme, will be charged £40 each. The Sunday-only fee is £10.50.

Reservation details and cheques to RPA secretary, John Davies, 8 High Street, Wiveliscombe, Taunton, Somerset.

East Anglia scripts

For June prescriptions, pharmacy contractors in Norfolk and Suffolk family practitioner service areas will be reimbursed on the basis of computer pricing. Essex will be added for July prescriptions. Form FP34 has been revised but contains all the previous information (*C&D*, July 30, p176).

Script ceiling reduced in revised ESP scheme

Fewer pharmacies will now be eligible for payment under the revised Essential Small Pharmacies Scheme because the qualifying ceiling has been reduced by 3,500 prescriptions to 23,999 per annum. However, the minimum payment has been considerably increased from £40 to £320 and the unchanged maximum payment of £1,200 will now be paid to more smaller contractors.

The sum available for distribution is fixed by the Department of Health and the Pharmaceutical Services Negotiating Committee. This year it stands at £365,000, a 6.1 per cent increase on last year's figure of £344,000. The payment scale is published below and is provisional. If the number of applications received by the PSNC before the cut-off date of October 31 is such that the figure £365,000 is under or over-subscribed, then the scale will be adjusted accordingly.

The previous scale started at an average payment level and rose to a plateau between 8,000-13,000 prescriptions. The new scale now starts with a plateau of 6,000-12,999 scripts qualifying for the maximum payment of £1,200. A PSNC spokesman says this is more logical bringing benefit more to those pharmacies needing most help.

Payment will be made in respect of those pharmacies including part-time pharmacies (a pharmacy which provides a service of normally less than 30 hours — the minimum number of prescriptions criterion should be adjusted pro-rata as should the sum paid) which:

- were included in the Family Practitioner Committee's pharmaceutical list up to the date of the new agreement;
- are 2 kilometers (1.24 miles) or more "as the crow flies" from the nearest other pharmacy;
- dispensed not less than 6,000 but not

more than 23,999 prescriptions in 1982, and

d. for which claims are lodged with the FPC by October 31 at the latest. It may prove impossible for the Department and the PSNC to allow any claims received by the Committee after this date.

Special consideration

Successful special consideration applicants in the 1980 and 1981 rounds of the scheme, whose circumstances are unchanged, will be eligible for payment this year. They should endorse their claim to this effect. No new special consideration causes will be entertained, PSNC says.

Where a pharmacy opened up in 1982 and by the closing date for application had been opened for less than 12 months, payment will be based on an estimated annual prescription figure. Pharmacies opening in 1983 however will receive payment based on the minimum volume of prescriptions (ie 6,000) provided they qualify under the distance criterion.

Payment for each qualifying pharmacy will be to the contractor listed (whether the applicant or not) at the time the decision is to be issued. When a contractor closes a pharmacy, opens another pharmacy in the same locality and provides an essential service throughout the year to the same community, payment for both pharmacies will be considered by the Department in consultation with the PSNC. A claim for each pharmacy should therefore be submitted to the Committee.

A pharmacy which has closed since December 31, 1982 or for which the Committee receives notice of termination of service before the appropriate decision is issued will have no entitlement to a payment under the provisions of this Scheme. Pharmacies which attracted

with 1,480 drugs will cost £1,800. Drugs are accessed by using the first three letters, but can be assigned any six digit code.

A re-order prompt is given with each label, and if acted upon is stored until recall is required.

Also available as a part of the package are report generators in a separate module. The patient log produces an analysis by patient name of what was dispensed to whom, and the number of items. The product usage report gives product, type and strength, and a running total of usage.

A service contract with 24 hour exchange and free program updates is available at 10 per cent of cost per annum. Ten of the systems have been sold so far. *Lanimead Ltd, The Courtyard, 387 Ashley Road, Parkstone, Poole, Dorset BH14 0AT.*

Labeller offering patient log

A computer labeller which offers a patient log and product usage reports is being offered by Lanimead Ltd.

The computer is based on the Z80 chip and designed and manufactured by Lanimead themselves. The system consists of a VDU, a detached keyboard, an Epson printer and the computer box. The printer is provided with a special stand and label roller holder.

The program is ready loaded in a 48K detachable cartridge. The computer has 320K CMOS RAM in five 54K modules, each supported by a NiCad battery in case of power failure. Dosage instructions, warning codes and the drug file can all be amended by the user. A system loaded

Are you happy with your smile?



With clean teeth you're laughing. Ask your Pharmacist for help in looking after your teeth.

The General Dental Council, in association with Cooper Health, has produced this display card for pharmacists with the slogan "Are you happy with your smile? With clean teeth you're laughing." At the bottom is the advice: "Ask your pharmacist for help in looking after your teeth." The cards were distributed on request in 1980 and many pharmacists found that their sales of dental items increased while they were on display, says the GDC. The cards, which measure 12 x 15in with a strut at the back, are again available free of charge to any pharmacist who would like one. *General Dental Council, 37 Wimpole Street, London W1M 8DQ*

payments under para 11 of FPN 202 (ex rural subsidy pharmacies) which fail to meet the revised criteria will be considered for a further payment without a claim being necessary.

Pharmacies qualifying in 1982 and finding themselves disqualified this year by virtue of another pharmacy having opened within 2 km, will be entitled to receive a half payment for one year only.

Scale of payment

Prescriptions Dispensed Per annum	Annual Payment £
6,000-12,999	1,200
13,000-13,499	1,160
13,500-13,999	1,120
14,000-14,499	1,080
14,500-14,999	1,040
15,000-15,499	1,000
15,500-15,999	960
16,000-16,499	920
16,500-16,999	880
17,000-17,499	840
17,500-17,999	800
18,000-18,499	760
18,500-18,999	720
19,000-19,499	680
19,500-19,999	640
20,000-20,499	600
20,500-20,999	560
21,000-21,499	520
21,500-21,999	480
22,000-22,499	440
22,500-22,999	400
23,000-23,499	360
23,500-23,999	320

by Xrayser

Unichem has appointed three member pharmacists to its regional committees.

William Chapman, MPS, proprietor of John Low Ltd, Consett, co Durham is the latest member of the North regional committee. He has been a member of Durham LPC since 1966.

Robert Anderson, MPS, JP, of Burnley, Lancashire, joins Midland and North-West regional committee. He is chairman of the Burnley branch of the NPA.

John Crook, MPS, of Hayling Island, Hampshire, has been appointed to the London South regional committee. Mr Crook, has worked in both industrial and retail branches of the profession.

Deaths

McNeice: On Tuesday August 9 Mr William Derek McNeice, MPSNI, of 13 Greenway, Cregagh Road, Belfast. Mr McNeice registered in 1967 and later took over the business at the above address from G.P. Taylor, MPS. He is survived by a wife and young family.

News briefly

■ An amended version of the "Merchants List" of veterinary products has been issued by the Ministry of Agriculture. The Order — The Medicines (Exemptions from Restrictions on the Retail Sale or Supply of Veterinary Drugs) (Amendment) (No 2) Order 1983 (SI 1983/1156) — comes into effect on September 1. Copies from HMSO at £3.15.

■ The Medicines (Prescription Only) Order 1980, which deals with both human and veterinary medicines, has been amended with two separate orders — The Medicines (Products other than Veterinary Drugs) (Prescription Only) Order 1983 (SI 1983/1212) and The Medicines (Veterinary Drugs) (Prescription Only) Order 1983 (SI 1983/1213). Available from HMSO at £6 and £5.55 respectively. The Human Prescription Only Order (SI 1212) revokes the 1980 Order and includes a provision which permits veterinary surgeons to prescribe human POMs for animals.

■ The International Academy of Nutrition is offering a one year postgraduate course in "Orthomolecular nutrition." The course makes use of 12 texts and associated study guides (provided for in the course fee), and students are expected to participate in three seminar-workshop sessions. The course fee is £250, or £90 paid in three equal instalments. Details from the Registrar, International Academy of Nutrition, PO Box 8, Liphook, Hants GU30 7JD.

2nd class

In last week's correspondence you would have read a letter from the second class NPA member "Conscript" (his words, not mine) taking umbrage (I think) at my sanctimonious preaching of sweet reasonableness and concern for our NPA wholesalers' need to make a profit from handling ICML wares. I have to admire the vigorous flow of language and the way, this time, he makes his point clear to all.

He objects to having to make up a £100 order to get supplies from a wholesaler he doesn't normally deal with, while regular customers from that firm can get what they want whenever they order it. I too think £100 is high, unless Conscript lives miles from a regular Macarthys round. Incidentally, on this occasion, I thought Tim Astill's reply bordered on a load of flannel and suggest it is time a minimum value drop of £50 was set for customers like Conscript . . . and me . . . since most of us have been forced to polarise our buying to get the discount which is taken from us.

Cut back

With an intro like the above, guess what we are going to talk about now? That's right . . . discount surcharge.

In the first place let us applaud the refreshing candour of PSNC in giving us a verbatim account of the actual meeting with the DHSS. All of a sudden we are there alongside, watching and listening to the most fascinating exercise of power as it really is. And clearly we see exactly how things are. The reality of negotiation, free from emotional histrionics, dealing with the hard dry fact that we contractors have been collecting more discount than the Government had allowed for, has got to be a sobering factor in modifying the cries of anguish which *must* arise as we realise we shall be netting no profit from our dispensing for the next five months. Are you going to suggest you could have done better? I'm certain I couldn't.

But there are unfairnesses which will cut to the quick. Mine is a small business. Despite what the average figures show I cannot see how I have earned the snatchback to be taken from me — an awful eleven point something. I bought only from my wholesalers and one reputable generic supplier, certainly not the cheapest, because I valued quality and reputation more than price. Nor did I have the means or time to belt out and do my own parallel importing.

Yet the lesson appears to be clear. Idiots like me are idiots. Lazy and lacking

in enterprise. We ought to have scratched around and bought cheap to sell dear to the Government — to clean up while we could. That this would have further depressed the ultimate price should not have concerned us one whit. Live today, for tomorrow we must die?

Now changes are forced on me. I'll have to keep those cut-price generic offers inserted in the trade journals. I shall have to analyse the prices, in columns, and bring myself to throw out the regular firm, or twist the poor rep's arm off his back for buncie to meet the lowest low price I can quote from my findings.

Pretty distasteful stuff, but I have just paid my income tax cheque and have little enough saved money lying around. My VAT return will hit the post on the second day of the month instead of two or three weeks later as at present. Speculative bonus buying is *out*, and the bank will be having a call soon from one of its valued accounts. Me. I only pray the wholesalers can help us weather the next six months by continuing to discount at the present levels, though I don't really see how they can since they are also being squeezed.

It's like sailing a ship with no rudder. How can we determine any sort of course when we are caught in a tidal race and the wind is playing Box and Cox? Doctors are being urged to cut down on the cost of drugs, to order the cheapest generics, when we are holding stocks of high-cost branded items like Lasix and Inderal. We've had to buy and pay for them against . . . against what? Expectations of continued orders? Orders for two, three and four months at a time which can only force increased, vulnerable stockholding, for no profit and minimal fees, with further unpaid dispensing to complete balances, when we didn't hold enough stock. I am not over the moon: but wish I were.

Computers

"Computer for you, sir?" After what I have just learned my answer has to be "You must be joking!" My typewriter will have to stand guard over my output for a *byte* longer (hee, hee, hee).

But I am glad the NPA has come out clearly in favour of four computer deals for pharmacy, because as anyone who has looked into it knows, it is the program which makes the equipment work well . . . or badly.

If in the meantime you are worried . . . stop! Go out to the nearest dealer and give him £30 to £50 for a decent second-hand non-electric office typewriter. You will find you can type in about four weeks, and will wonder why on earth you didn't take it up years ago.

Newcomers look for lost sales with alternative image

Bathcare and skincare ranges herald the launch of a new company which confidently predicts it will help chemists regain lost toiletry sales.

Swanson & Swanson — a name carefully chosen to convey an image of timeless prestige — is the brainchild of Stephen Hill, formerly Cyclax marketing manager, and advertising consultant Bob Proops.

They believe the entrance of Marks & Spencer into the cosmetic and toiletries market has whittled away the retail chemists share. Also, the growth of the gift market into other areas — pot plants is one flourishing sector — has only made matters worse.

Mr Hill argues that while Marks & Spencer have done no more than copy the existing brands on the market — Bronnley and Crabtree & Evelyn to name but two — they are identified with quality at a cheaper price.

Winning back sales

Rather than continue to rival this success Swanson & Swanson believe the retail chemist should be offering an alternative image to win back these lost sales. They point to the sophisticated pack designs of the Black Magic chocolates and Dunhill cigarettes and believe they have come up with a similar successful idiom.

Initially concentrating on soap, talc and moisturising creme bath, although line extensions are anticipated before Christmas, packaging has been designed to be plain yet elegant. The pricing structure is above Morny and Bronnley but lower than Roger & Gallet. Three 100g handsoaps will retail for £3.75 and the 200ml cream bath and talcum powder for £3.50. Each product is presented in three fragrances — black orchid, Chinese lily and Venetian rose.

National television advertising is scheduled to run from November through the pre-Christmas buying season — £65,000 has been allocated. Orders will be despatched from mid-September. Minimum parcels contain one dozen boxes of the three soaps, and six each of the talc and creme bath (trade £151).

Turning to the skincare market Stephen Hill believes the market is changing and there is an opportunity to attack the Ulay dominance with the launch of Hydra skincare products.

Women, he says, are learning more about skin care and combination skin is now a recognised category. In a survey last year 45 per cent of the women questioned claimed they had combination



Swanson & Swanson is a deliberate move away from the existing floral image

skin. Hydra, says Mr Hill, moisturises more in the dry areas and less in the oily areas. "This has been achieved by making Hydra specially light in the hydrating emollients so that the emulsion is readily repelled by the oily skin areas. At the same time a special polymer ingredient is included which speeds up absorption in the dry parts of the skin."

The range includes moisturising lotion and cream (introductory price £1.99 and £2.30) and a night cream (£2.95).

Trial sizes retailing for £0.59 are also available in a merchandiser which will carry a £0.30 coupon redeemable against the standard sizes. A £60,000 year-long advertising campaign will run in the Sunday supplements. The opening parcel for this range comprises 30 moisturising lotion, 18 moisturising cream, 6 night cream and 48 trial sizes (trade price £92). *Swanson & Swanson Ltd, 1 Kildare Gardens, London W2 5JS.*

Introductory offer prices will help launch the Hydra range



Vestric offers

Products included in the Vestric promotion for September are Vosene shampoo, Libresse Pennywise, Glints, Steradent tablets, Mum Quick Dry roll-on, Macleans toothpaste, Cream Silk conditioner, Harmony hairspray, Revlon Flex conditioner and shampoo, Doctor White's Panty Pads, Paddi Cosifits and banded packs of Colgate MSP fluoride toothpaste. *Vestric Ltd, West Lane, Runcorn, Cheshire.*

Secto insect spray

A flea and insect spray in an aerosol can (170g, £1.48) is now available from Secto. The spray is claimed to be long lasting, will clear infestation fast and will kill most household insect pests including cockroaches and silverfish, say *Secto Ltd, Carlinghurst Road, Blackburn, Lancashire.*

Euthymol on TV after seven years' silence

Euthymol toothpaste is to be advertised on television this Autumn with a nine-week campaign, beginning September 19, on Thames Television and on Channel Four.

This is the first time for seven years that Euthymol has been advertised on television. *Warner-Lambert Health Care Division, Mitchell House, Southampton Road, Eastleigh, Hants SO5 5RY.*

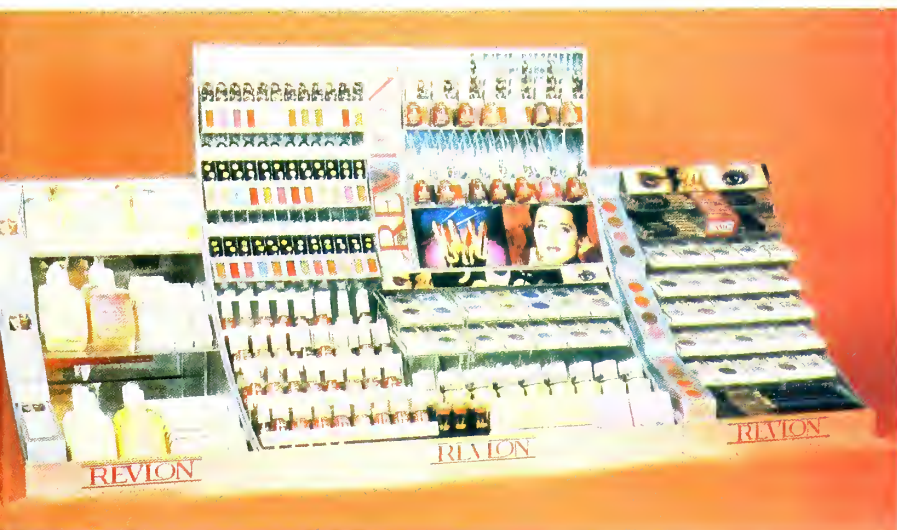
ON TV NEXT WEEK

L n London	WW Wales & West	We Westward
M Midlands	So South	B Border
Lc Lancs	NE North-east	G Grampian
Y Yorkshire	A Anglia	E Eireann
Sc Scotland	U Ulster	C1 Channel 1s
Bt Breakfast Television		C4 Channel 4
Bic razors: All except U		
Cidal soap:		Bt
Hedex:		All except U
Hedex soluble:		All except U
Lucozade:		All areas
Oil of Ulay:		All except A
Optrex lotion and drops:		All areas
Pampers disposable nappies:		All areas
Phensic:		All areas
Sensodyne toothpaste:		All areas
Sunsilk complete care shampoo:		All areas
Tri-ac:		All except M, WW
Yardley Pure Silk:		All areas

COUNTER ATTACK!

Your counter is your profit centre.
Now Revlon's new approach helps you attack the problem of maximising your profitability.

The new counter and free standing units displayed below will be your major weapons in the battle.



There's a choice of 7 different units, with 100 compartments, for maximum space efficiency and ease of inventory control.

But your success does not depend upon these new units alone.

Revlon's new approach supports you further with a 3 point programme:

- * Range of faster selling products at the right price points
- * One key promotion per month carefully selected for rapid sell-through
- * Specialised chemists salesforce to service your particular needs.

So don't just sit there - Counter attack!



REVLON

If you are interested in taking one of our exciting new units, please fill in this coupon and send it to:

Richard Lewis
General Sales Manager
Revlon International Corporation
86 Brook Street, London W1

How many linear feet have you allocated to Cosmetics:.....

Name:.....

Store:.....

Address:.....

Telephone:..... Date:.....

Sanatogen sets the pace for schools

Around 100 British schools looking to raise funds from athletics events are to be sponsored by a major promotional campaign launched by Sanatogen.

Sanatogen are holding two "British Olympic" schools events — from September to November and again in January to April. At least 43 schools have already said they will attend the first stage, say Fisons.

Children aged between 11 and 18 can enter a maximum of 100 sponsored exercises. Proceeds will be shared equally between the British Olympic Association and the participating schools. For the children there will be the chance to perform before an Olympic athlete who will be present at each event, have their picture taken with the celebrity and receive a scroll of honour.

Supporting the campaign a range of POS material with the theme "Sanatogen — suppliers of vitamins to the British Olympic Team" is available to chemists. This includes a self-selection counter unit with a note pad, a free vitamin guide for



consumers and a magnetic window strip.

Posters and car stickers promoting the "Olympic Event" are to be distributed throughout schools, post offices and chemists.

Fisons plan to support the Sanatogen range with a £1.2m advertising campaign in the leading women's Press and nationally on television during Autumn and Winter. *Fisons Ltd, 12 Derby Road, Loughborough Leics LE11 0BB.*

Xmas support for Chimere additions

The Chimere range is being extended with the additions of silky body lotion (£2.50) and perfumed talc (£1.75) and, until Christmas, both products are offered free with any purchase of a Chimere spray.

Further Christmas promotions from Matchabelli include a free 9ml Cachet spray banded with a 28ml eau de toilette spray and a 9ml Chimere spray banded with a 22ml eau de toilette spray. Meanwhile a 20ml Cachet eau de toilette spray will be on offer, while stocks last, for £2.25.

The company is also holding a Chimere display competition for retailers. The winner will receive a micro-computer complete with a script labelling program and worth £3,000. *Prince Matchabelli, PO Box 242, Consort House, Victoria Street, Windsor, Berks SL4 1EX.*



Pocket-sized packs of both Actal and Panadol caplets are available from September (12s, £0.37 and 16s, £0.60 respectively). Volume sales of Actal have risen by 14 per cent and Panadol by 15 per cent over the last year due to the addition of Actal strong peppermint and the easy to swallow shape of Panadol, say Winpharm. *Winpharm Ltd, Winthrop House, Surbiton, Surrey KT6 4PH*



Almay look to the nails and cheeks

Almay are launching a range of nail products and four shades of blusher. For the nails there is protective formula nail enamel which "contains a different type of resin which has improved the wearability and staying power of the product, as well as decreasing the risk of a reaction."

Protective formula is available in 12 shades — six cream and six frosted. Its formula is said to give the product a smooth, glossy texture and makes it easy to apply.

Four nail care products (£1.85 each) complete the range — protective base coat, ridge-filling pre-coat to aid the application of the nail varnish, high gloss nail guard and nail enamel quick dry which protects the varnish from smudging.

Classic blush (£3.95), described as "a high-quality pearlised powder blusher," is available in four shades: rose, peach, coral and plum, and comes in a black compact with a mirror. *Almay, 225 Bath Road, Slough, Berks SL1 4AU.*

Paracodol up-date

Paracodol tablets in 10s and 30s (£0.70 and £1.85 respectively) are now available in new pack designs which emphasises the tablets offer powerful and effective pain relief. *Fisons Pharmaceuticals, 12 Derby Road, Loughborough, Leics LE11 0BB.*

Packs of heat for aches and pains

Heat Pack (£0.59) is described as a disposable source of heat for muscular aches and pains and is available from Miller & Miller. By crumpling the inner packet energetically heat can be produced at up to 60°C and last for several hours, says the company. *Miller & Miller (Chemicals) Ltd, 2 Park Avenue, Woodford Green, Essex.*

Staycept re-packaged

Staycept pessaries are now being supplied in a foil strip pack, to eradicate any problems of leakage in the event of the product being stored in warm temperatures. The outer for each pack has also been re-designed. *Syntex Pharmaceuticals Ltd, St Ives House, St Ives Road, Maidenhead, Berks SL6 1RD.*

PERFORMANCE WISE...

Lotussin gives effective relief for persistent, dry or irritating coughs



No. 1

PRICE WISE...

Lotussin is attractive to the customer at £1.29 per 100 ml pack.



£1.29

PROFIT WISE...

Lotussin is competitive, especially with Searle's special bonus terms.



PHARMACY WISE...

Lotussin is exclusive to family chemists and backed by Searle service to the retail pharmacy.



Adhesive dressings — a disloyal market?

Manufacturers of the brand leading adhesive dressings receive a warning in the latest Mintel report against further penetration into the market by own-label brands.

Mintel's Market Intelligence report on adhesive dressings points out that own-label adhesives are an increasing threat to their share of the market — now estimated to be worth £18m rsp. The brand leaders will need to use the tools of marketing, advertising and product differentiation to keep a grip on their present share, says the report.

In brand terms Smith and Nephew's Elastoplast takes 56 per cent of total sales and Johnson & Johnson's Band-aid just under a third, while Boots own-label has five per cent of the market, says the survey.

It also finds that fabric adhesives have strengthened their position in each sector, through product improvement and clever marketing, to 48 per cent from 39 per cent three years ago.

Mintel describe the market as one where brand loyalty takes a back seat to price, and one which is unlikely to undergo any major changes in size. Sales by type showed pre-cut dressings with 62 per cent outstripping all other variants.

Sunpure support

To support the launch of the Sunpure health foods range (*C&D* last week, p286) Independent Chemists Marketing Ltd are offering during September, free Peter Dominic vouchers worth £5 and £3 on the two composite starter packs. A £2 voucher is also available free with every dozen member packs of Nucross medicated pastilles ordered during the month and a £1 voucher with every four cases of standard and economy Nusoft puffs.

Consumer savings are available on Nusoft press-on towels, pleats, mini pads and panty liners, Nuhome twin-pack kitchen towels, all purpose cloths, mansize and family tissues, toilet rolls,



Mrs Kathleen Hughes, MPS, of Gladstones Chemist, Runcorn, Cheshire, is awarded a Swiss watch by Pharmaton's European sales manager Charles Hardi. Mrs Hughes won first prize in a sales competition for Pharmaton capsules

Plastic dressing strips were found to have a clear down market profile, it says, whereas pre-cut dressings are bought mainly by the AB categories.

Sales of adhesives via retail outlets show Boots increasing their share to 34 per cent at the expense of independents whose share is now down to 18 per cent. The shift away from smaller outlets also affected the grocery sector with multiple supermarkets now taking most of the business. Mintel research shows the main purchasers of all adhesive dressing are housewives with children. *Mintel Market Intelligence Report on Adhesive Dressings, 7 Arundel Street, London WC2R 3DR.*

Sunpure orange and lemon full fruit drinks, orange and grapefruit juices and set and clear honey. The offer of two Zorbit hand towels with every eight cases of Nuhome paper continues during the month.

There is a 10 per cent extra discount available across the Denman hairbrush range and selected lines of Nucross packed goods, a 7½ per cent discount on Nucross zinc oxide plasters and 5 per cent on surgical dressings.

A pre-season buying bonus of 7½ per cent is available until September 23 on orders for a minimum of 120 Nuwarm hot water bottles (excluding economy which carry a 5 per cent bonus for orders of a minimum of 40 bottles shipper packed). *Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wilts.*

THE WISE CHOICE FOR FAMILY COUGHS

COUNTER PRESCRIBE WITH CONFIDENCE

Lotussin

SEARLE

Searle Consumer Products Division of G D Searle & Co Ltd PO Box 53 Lane End Road High Wycombe Bucks HP12 4HL Lotussin and Searle are registered trade marks



All-in-one make-up from Italy

A multi-purpose make-up from Italy made from minerals, micronised shells and mother of pearl is now available to chemist outlets.

California glow (9g, £9.75) was launched through major departmental stores in January. It can be used as an overall base, body tanner, blusher, eyeliner, eyeshadow, lip colour or nail varnish. Only the smallest amount should be applied to the skin for effect.

The make-up comes in a single hand-painted pot made of either porcelain or earthenware. Although in powder form California glow is described as a very light make-up which feels like cream. This is mainly due to its natural ingredients which give the skin a natural healthy glow, say manufacturers Suisse Herbes. The make-up is suitable for all types of skin and is available in one shade. Even with regular use one pot is claimed to last



This POS unit holds 12 pots of California glow and six brushes

for four months.

A hand-made brush (£7.50) is also supplied to aid application and an ordinary cleanser will remove the powder. A pre-packed outer of 12 pots and six brushes with header card is available for POS. Advertisements in the women's Press are planned for Christmas. Distributors are *Underhill Marketing, 168 Woodland Road, Sawston, Cambridge.*

Unichem bonanza 'topping seven'

September sees the start of Unichem's seventh top ten cash bonanza, with the following products included — Andrex, Brut 33, Buttercup syrup and sweets, Colgate Dental Cream and blue minty gel, Farleys rusks, Hermesetas, Kotex Simplicity 10s, Liquifruta, Snugglers and Vosene medicated shampoo. Window posters, price cards and shelf barkers will feature these products.

In the Members' Offers promotion, running from September 10-30, a selection of products will be supported with POS material. On offer are Beechams powders hot lemon and capsules, Bisodol tablets and powders, Contac 400, Coldrex, Dettol, Day Nurse, Dextrosol, Dentinox gel and toothpaste, Elastoplast fabric and washproof dressing strips, Efferdent, Elnett hairspray, Fenjal creme bath, Gillette Blue II swivel and fixed head razors, Grecian 2000, Handy Andies, Haze roll-fresh and aerosol, Glints, Harmony colourants, Lanacane, Imperial Leather soap, Macleans toothpaste, Milk of Magnesia, Mentadent 'P' toothpaste, Norsca, Night Nurse, Panty Pads, Pears shampoo and transparent soap, Procol 8s, Silkience anti-dandruff shampoo, Sweetex pocket dispenser, Supersoft hairspray, Super Softies, Simple soap, cleansing lotion,

moisturising lotion and skin tonic, Sensodyne toothpaste, Super Wernets, Tampax, Vaseline petroleum jelly, and Whistling Pops.

Finally the range of sundries on offer comprise Unichem manicure range, Oral B toothbrushes, Griptight soothers, flexirring, binky and binky special, hushmaster and clean and carry capsule, Addis hairbrush range, Newey safety pins and Unichem clinical thermometers and sponges. *Unichem Ltd, Unichem House, Cox Lane, Chessington, Surrey.*

Mr Geoffrey Newman, MPS, of St Johns Road, Swalecliffe, Whitstable, Kent is handed details of his "holiday in paradise" in the Maldive Islands — first prize in the Ponds cream and cocoa butter competition. Making the presentation is Cheseborough-Ponds representative Mr Beard (right)



More bath and body care from Givenchy

Two bath and body care products are to be added to the Givenchy L'Interdit fragrance range. Shaker talc (£3.75) and a red "marbled finish" soap (£2.95) are available in the new, bright red livery supported by POS counter display units. *Parfums Givenchy Ltd, Riverdene Industrial Estate, Molesey Road, Hersham, Walton-on-Thames, Surrey.*

Emicare extend range

The Emicare range now includes man size tissues (£0.42) and press-on towels (10s, £0.39). Baby lotion and cotton wool puffs are now available in additional sizes — 500ml, £1.20 and economy, £0.69 respectively. *Emicare Products, Emicare House, 2 Frog Island, Leicester.*



The familiar "grandmother's remedy" — cod liver oil — from Seven Seas Health Care Ltd is being re-packaged with emphasis on product ingredients. Consumers and retailers are demanding more information on the product's beneficial oils and despite the product's old fashioned image it is at the forefront of medical research, says the company. Seven Seas Health Care Ltd, Marfleet, Kingston-upon-Hull HU9 5NJ

Supply problems for Stain Devils

Some items in the Stain Devils stain remover range are in temporary short supply "due to unprecedented consumer demand". They are rust and iron mould, glue and chewing gum, felt tip, and ballpoint stain removers. Dendron hope to rectify the problem by early September when a further burst of advertising breaks in the women's Press. *Dendron Ltd, 94 Rickmansworth Road, Watford, Herts WD1 7JJ.*

"Proflex. Counter Prescribe for Back Pain."

Raymond Bellm. Managing Director.
International Laboratories Ltd.



The change in legal status for Ibuprofen rightly provides the pharmacist with more opportunity to counsel customers with back pains. You may like to make Proflex your first choice for back pain, because it is the independent Ibuprofen from International Laboratories. Not only will we guarantee sales in line with our normal terms, but we are also supporting Proflex with £½ million press advertising.

For further details, write to
International Laboratories Ltd.,
Charwell House, Wilsom Road, Alton,
Hampshire GU34 2TJ
Telephone No. (0420) 88174

Proflex

FOR BACK PAIN

Pregnant.
Not Pregnant.

It's perfectly understandable for a woman who might be pregnant to feel rather uncertain.

Particularly when she's considering buying a pregnancy test.

It's probable that she's never used one before, and is worried about her ability to get an accurate result.

Which is why some women feel happier with the extra reassurance that a double test provides.

In response to this need, Confirm has been developed.

Confirm is a new double pregnancy test from Chefaro, manufacturers of Predictor, so you know you're offering your customers a reliable and carefully made



Either way, Confirm offers your customers twice the reassurance.



product, with the added reassurance of Chefaro's long experience in pregnancy testing products.

Confirm is available to you now in an introductory package which makes it a profitable addition to a market which grew by 20% last year alone.

We'll be launching it to the consumer through national advertising in September, so a lot of women will be asking about it.

You'll find it's a second opinion you'll be only too happy to provide.

Confirm.
The double pregnancy test
that makes doubly sure.

Watching the IPC women's Press

The following column lists advertisements for chemist merchandise due to appear in the IPC women's Press. The magazines used as a basis have been divided into three categories — weeklies (W), monthlies (M) and magazines aimed at the younger end of the market (Y). The monthly magazines covered are the October editions due to appear mid-September.

Elizabeth Arden make-up:	M
Ashe Labs Double Amplex:	Y
Mint Cool:	M
Sherleys:	W
Vitapointe:	W
BCP Nylax:	W
Beauty Basics:	Y
Beechams Germoloids:	W
Vykmin:	W
Yeastvite:	W
Bowater-Scott Andrex:	M
Bristol Myers Clairrol:	W,M
Glints:	Y
Nice 'n Easy:	W,M,Y
Brodie & Stone Jolen:	M
Carter Wallace Discover 2:	M,Y
Chanel:	M
Charles of the Ritz:	M
Chatter Mudd:	Y
Sun-In:	Y
Chefaro Confirm:	Y
Predictor:	Y
Chesebrough-Ponds Cutex:	W,M,Y
cold cream:	W,M
Clarins:	M
Clinique:	M
Colgate Soft & Gentle:	M,Y
Combe Lady Grecian:	W
Lanacane:	W,M,Y
Concept Helancyl:	M
Klorane:	Y
Crookes Hermesetas:	W
Cuxson Gerrard Carnation corn caps:	W,Y
DDD Deep Down:	Y
Dentinix:	W
Stain Devils:	W
Christian Dior:	M
Elida Gibbs Cream Silk:	W
Harmony:	Y
Impulse:	Y
Timotei:	Y
Eylure 10-0-6:	W
Gillette Aapri:	W,Y
Toni:	Y
Givenchy:	M
Goya Savlon:	W

Health & Diet B Easy:	M
B Supreme:	M
Ladies Only:	M
3 + 6:	M
Henna Hair Health:	Y
Houbigant:	M
ICC Bisodol:	W
Anne French:	Y
Immac:	Y
Inecto:	W
Johnson & Johnson Carefree:	W
KY Jelly:	W,M,Y
Stayfree:	W
toothbrushes:	M
Kimberly-Clark Boutique:	Y
Fems:	W
Maxi-dry:	M
LRC Durex:	Y
Lancôme:	M
G R Lane Quiet Life:	W
Larkhall Labs Lipcote:	W
Estee Lauder:	M
Lilia-White Lil-lets:	Y
Panty Pads:	M,Y
Stick-on:	M,Y
Louis Marcel:	M
Max Factor:	M
National Pharmaceutical Assoc:	W,Y

Newton Labs footcare:	W,M
Neutrogena:	M
Nicholas Labs Almay:	M
Feminax:	M,Y
Numark:	W
L'Oreal Belle Color:	W,M
Elnett:	W
Freestyle:	M,Y
Reckitt & Colman Disprin:	W
Richards & Appleby Buf-Puf:	M,Y
Richardson Vicks Clearasil:	Y
Night of Ulay:	M
Oil of Ulay:	M,Y
Rimmel:	W,M,Y
Robins Chapstick:	Y
Seba Med:	M
Roc:	M
Rochas:	M
Helena Rubinstein:	M
Sancella Bodyform:	Y
Libra:	W
Minima:	Y
Shulton Choc de Cardin:	M
Strenol EP tablets:	W,Y
Tampax:	W,Y
Thompson Aquaban:	W,Y
Slimline:	Y
Thornton & Ross Zoflora:	W
Unibiogem Juvena:	M
Unicliffe TCP:	W
Wella:	W,Y
Zena cosmetics:	Y

Tampon launch from Lilia-White?

A report in last week's issue of *Marketing Week* suggests that Lilia-White are about to launch an applicator tampon under the brand name Contour. The launch is said to be scheduled for October. The company has refused to give any details at this stage.

Continence handbook

"Objective: Continence" is a new handbook from Coloplast Ltd to help educate nurses and other caring professionals who treat incontinent people. The book deals with all forms of incontinence and includes information about symptoms, diagnosis, treatments and patient rehabilitation. It is available free from Mr Brian Rosehill, Coloplast Ltd, Bridge House, Orchard Lane, Huntingdon, Cambs PE18 6QT.

YSL in Autumn

The Autumn "look" from Yves Saint Laurent is Minuit and includes the following new shades: light beige velvet complexion and golden beige pressed powder, marron glacé and desert rose eye shadow powder duo, current red and chinese strawberry lipstick and nail lacquer with bronze green velvet eyeshadow and ochre red blush powder. Prices range from £4.50 for the nail lacquer to £12.80 for the pressed powder and eye shadow duo. *Charles of the Ritz Ltd, 51 Charles Street, London W1.*

Book on shampoos

An encyclopedia of shampoo ingredients is available from Micelle Press priced £50. The paperback book has 480 pages and includes a survey of 438 leading shampoos. Full ingredients of each product are given along with its price range, and marketing category. Obtainable from Micelle Press, P.O. Box 653, Cranford, NJ 07016, USA.

André Philippe



Please write or phone for Coloured Brochure — Price List.

Sales—Home and Export—Ring 01-736 2194/736 2397

71/71b GOWAN AVENUE,
FULHAM SW6 6RJ, LONDON, ENGLAND



THE COLD TABLET

Triogesic provides just the right combination of decongestant and analgesic to quickly relieve the blocked nose and headaches of colds and sinusitis.

Free from anti-histamines, Triogesic relieves cold symptoms without drowsiness – an important feature for those who must stay alert.

Suitable for both adults and children, Triogesic is available either as tablets or a pleasant tasting, cherry flavoured liquid.

SETTING PROFESSIONAL STANDARDS IN COLD CARE

s: Decongestion and pain relief in colds, sinusitis and otitis media. **Dosage and Administration:** Adults – 1 or 2 tablets, or 4 x 5ml spoonfuls of elixir, every four hours. Do not exceed 4 tablets or 4 doses of elixir in 24 hours. *Children 6 years and over* – half a tablet, or 2 x 5ml spoonfuls of elixir, every 4 hours. Do not exceed 4 tablets or 4 doses of elixir in 24 hours. *Children 2 to 5 years* – 1 or 2 x 5ml spoonfuls of elixir every 4 hours. Do not exceed 4 doses in 24 hours. **Contra-indications:** Hypertension, heart failure, glaucoma, urinary retention, MAOI's, beta-blockers. **Presentations:** Tablets containing 12.5 mg Phenylpropanolamine Hydrochloride BP and 500 mg Paracetamol PhEur. **Elixir** containing 3 mg Phenylpropanolamine Hydrochloride BP 125 mg Paracetamol PhEur and 0.5ml Ethanol (96%) in 5ml. **Basic NHS Cost:** Containers of 12 tablets, £0.38 Containers of 30 tablets, £0.73 100ml elixir, £0.70 Bottles of 150ml elixir, £0.82. **Product Licence Numbers:** Tablets PL/0101/5907 **Elixir** PL/0101/5908. Information is available on request from Dorsey Laboratories, 98 The Centre, Feltham, Middlesex TW13 4EP. Triogesic is a Trade Mark. TR 21 0883

Dorsey
LABORATORIES

Showermate joins Soap-on-Tap

Soap-on-Tap, one of the first liquid soaps to be launched in Britain last year, is now joined by Showermate (300ml, £1.95). Heralded by manufacturers Minnetonka Inc as a skin cleanser containing rich skin conditioners and a fresh fragrance, Showermate can either stand upright or be fastened to the shower in an inverted position by means of a hook. Soap is released only when the bottle is squeezed. Packs carry the same design as Soap-on-



Tap and are available in the same three colours of blue, white and brown. Distributed by *Eden Toiletries Ltd, Barton Road, Water Eaton, Bletchley, Milton Keynes.*

Philips reduce tanning time

The Philips HP3133 HP-A Solarium (£199) for face and upper body tanning, reduces tanning time from between five and ten sessions of 30 minutes each to 20 minutes per session (depending on skin type). New features include a powerful 400 watt HP-A lamp, filter and reflector. While the lamp-housing measures only

17cm x 17cm, a tanning field of up to 60cm x 75cm can be achieved — large enough to tan both the face and upper body at once, say Philips.

A wall-mounting bracket and a 30° angle of adjustment between the base and the lamp itself for use on a table or similar surface gives the Solarium added versatility. An electronic timer allows tanning time of up to 59 minutes and there is an automatic cut-out in case of a fault. *Philips Small Appliances, Drury Lane, Hastings, Sussex TN34 1XN.*

Powder bleach for haircare

A powder bleach, which has taken its manufacturers two years to produce, is now available in the Jerome Russell haircare range.

Powder Bleach for Hair (110g, £1.99) comes in a red box with instructions for use printed on the back. It is claimed to give "a high degree of lift when bleaching, highlighting and frosting" and to have a safe and easy formula.

Blue and green hair and body Glitter sprays are no longer packed on the display units which now hold 12 gold, 12 multi-colour and 6 silver and red glitter sprays. Blue and green are still available on request. Ultra Hair Glo now comes in pink and purple while yellow and white have been removed from the display units though not discontinued. Display units now hold six each of the colour variants available — red, green, cerise, blue, pink purple. *Jerome Russell Cosmetics Ltd, Tanners Lane, Barkingside, Ilford, Essex.*

Pharmacists

Increase Turnover Through Updated Nutritional Data!

New training for Pharmacists enables customers to purchase correct nutritional supplements in optimum mega-doses.

By correctly evaluating the customer's nutritional needs the Pharmacist provides a valuable therapeutic service in exchange for increased sales of nutritional supplements.

Traditional recommendations for vitamin, mineral or other supplements are not suitable in therapy unless dosages are related to the unique inherited or acquired deficiencies of each individual.

Clinical Nutrition is a rapidly growing subject that recognises the Pharmacists ability to understand the complex biochemistry of human metabolism.

All the essential data is contained in an easy to follow, 1-year home study course.

The Postgraduate Diploma Course in Clinical Nutrition.

The course designer is Dr. R. Buist B.Sc. Ph.D.

The Academy Patron is Dr. Jeffery Bland Ph.D, Professor of Nutritional Biochemistry.

For full prospectus write to:—

THE INTERNATIONAL ACADEMY OF NUTRITION,

PO Box 8,

Liphook, Hants GU30 7JD.

TRIOGESIC



THE COLD LIQUID

Triogesic provides just the right combination of decongestant and analgesic to quickly relieve the blocked nose and headaches of colds and sinusitis.

Free from anti-histamines, Triogesic relieves cold symptoms without drowsiness – an important feature for those who must stay alert.

Suitable for both adults and children, Triogesic is available either as a pleasant tasting, cherry flavoured liquid or as a convenient tablet.

SETTING PROFESSIONAL STANDARDS IN COLD CARE

Indications: Decongestion and pain relief in colds, sinusitis and otitis media. **Dosage and Administration:** Adults – 1 or 2 tablets, or 4 x 5ml spoonfuls of elixir, every four hours. Do not exceed 4 tablets or 8 doses of elixir in 24 hours. Children 6 years and over – half a tablet, or 2 x 5ml spoonfuls of elixir, every 4 hours. Do not exceed 4 tablets or 4 doses of elixir in 24 hours. To 5 years – 1 or 2 x 5ml spoonfuls of elixir every 4 hours. Do not exceed 4 doses in 24 hours. **Contra-indications, Precautions:** Hypertension, heart failure, glaucoma, urinary retention, MAOI's, beta-blockers. **Presentations:** Tablets containing 12.5 mg Phenylpropanolamine Hydrochloride BP and 500 mg Paracetamol PhEur. Elixir containing 3 mg Phenylpropanolamine Hydrochloride BP 125 mg Paracetamol PhEur and 0.5 ml Ethanol (96%) in 5ml. **Basic NHS Cost:** Containers of 12 tablets, £0.38. Containers of 30 tablets, £0.73. 100ml elixir, £0.70. Bottles of 150ml elixir, £0.82. **Product Licence Numbers:** Tablets PL/0101/5907. Elixir PL/0101/5908. Information is available on request from Dorsey Laboratories, 98 The Centre, Feltham, Middlesex TW13 4EP. Triogesic is a Trade Mark. TR 20/0883

Dorsey
LABORATORIES



We're always there we always can

We're all ready to promote Vantage products and Vantage stockists with our biggest campaign ever. **STARTS OCTOBER**

Radio spots on no less than 43 independent stations including **your** local station to give you local coverage on a national basis.

4 peak listening time spots broadcast simultaneously on every station during each week of radio advertising.

19 spots broadcast during rest of week.

★ Half page ads in 'Daily Mirror' and 'Daily Record'

★ Full page ads in 'Bounty Baby Book' and 'Bounty Mother To Be Book'

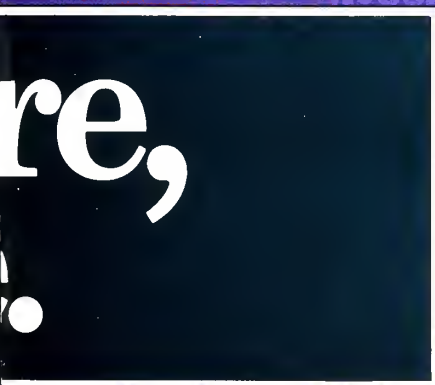
★ Opportunities to place your own ads in local newspapers with artwork supplied by Vestric.

If you'd like to know more about the many opportunities that Vantage chemists enjoy, please send the coupon now.

OFFERS AVAILABLE 25th AUGUST-30th SEPTEMBER

Vestric VANTAGE

Vestric Limited, West Lane, Runcorn, Cheshire, WA7 2PE



I like to know more about the following
Vantage services:

g an account with Vestric
stric Chemist's Practice Loan Scheme

re
e staff training scheme
ICHEVER APPLICABLE

urn to John Kerry, Marketing Manager,
g Department, Vestric Limited, West Lane, Runcorn WA7 2PE.

CD 28/8

PRODUCT			TRADE			R.S.P.		
			Normal Price	Vestric Price	Vantage Price	Normal Price	Vestric Price	Vantage Price
colgate MFP Fluoride Toothpaste	Regular Banded Pack Lge +							
	Free Standard	48	—	12.60	12.00	—	.35	.33
	Standard	48	—	8.64	8.40	—	.25	.24
	Ex. Lge.	36	—	12.87	12.51	—	.49	.48
	Family	24	—	10.92	10.44	—	.62	.59
	Blue Minty Gel:							
	Banded Pack Lge +							
	Free Standard	48	—	12.60	12.00	—	.35	.33
	Standard	48	—	8.64	8.40	—	.25	.24
	Ex. Lge.	36	—	12.87	12.51	—	.49	.48
Family	24	—	10.92	10.44	—	.62	.59	
Cream Silk Conditioner	Greasy/Normal/ Flyaway/Dry/ Damaged/ Overheated	12 x 50ml	—	4.05	3.90	.65	.47	.45
	Greasy/Normal/ Flyaway/Dry/ Damaged/ Overheated	12 x 100ml +	—	5.40	5.16	.39	.62	.59
	Greasy/Normal Flyaway/Dry/ Damaged/ Overheated	6 x 200ml +	—	4.08	3.87	1.35	.94	.89
	100ml + 200ml 20% EV Packs							
Glens	Hair Colour Cosmetic (All Colours)	6	6.39	5.91	5.64	—	1.42	1.35
Harmony	Difficult/Dry/Fine Normal	12 x Std	6.10	4.38	4.28	.77	.50	.48
	Difficult/Dry/Fine/ Normal	12 x Lge	8.625	6.12	5.88	1.09	.70	.67
macléans Toothpaste	12 + 2 PPU Freshmint	1 x Lge	—	3.15	3.04	.60	.30	.29
	Mildmint	1 x Lge	—	3.15	3.04	.60	.30	.29
Mum Quick Dry	Roll-on Blue (Azure) Gold (Amber) Green (Jade) Pink (Coral)	12 x 40ml	—	4.80	4.62	—	.55	.53
Paddi COSIFITS	Up to 10 lbs. Std.	12 x 10	11.65	8.88	8.46	—	.87	.83
	Econ.	6 x 32	17.77	13.62	12.93	—	2.67	2.54
	10 to 20 lbs. Std.	12 x 10	14.66	11.76	11.16	—	1.15	1.09
	Econ.	6 x 28	18.27	15.84	15.12	—	3.11	2.96
	Over 20 lbs. Std.	12 x 10	18.96	13.98	13.20	—	1.37	1.29
	Econ.	6 x 24	20.20	16.20	15.39	—	3.18	3.02
Dr. White's Panty Pads	Regular 24 + 4 PPU	1 x 10	—	9.38	8.96	—	.46	.44
	Super 24 + 4 PPU	1 x 10	—	10.50	10.01	—	.52	.49
	Super Plus 24 + 4 PPU	1 x 10	—	11.55	10.99	—	.57	.54
Libresse	Pennywise	24 x 10	—	6.06	5.76	—	.35	.33
		12 x 20	—	5.52	5.16	—	.64	.59
REVLON FLEX Conditioner Shampoo	+ Free Dry Skin Relief Dry/Greasy/ Normal/Ex. Body	12 x 350ml +	—	13.98	13.38	2.09	1.61	1.54
	+ Free Dry Skin Relief Dry/Greasy/ Normal/Ex. Body	12 x 350ml +	—	13.32	12.72	1.99	1.53	1.46
Steradent	Powder							
		12 x Lge	—	7.68	7.32	1.06	.88	.84
		12 x Med	—	5.40	5.16	.73	.62	.59
		12 x Small	—	3.21	3.06	.44	.37	.35
	Tablets							
		12 x 50	—	9.27	8.85	1.26	1.07	1.02
	24 x 30	—	12.12	11.52	.82	.68	.65	
	24 x 20	—	8.10	7.80	.55	.47	.45	
Vosene	33% Extra Value	24 x 150ml	15.48	12.48	11.82	.99	.72	.68
VANTAGE Available to Members only	Sterilizing Fluid	12 x 500ml	5.04	—	4.515	.61	—	.54
	Mansize Tissues	24 x 100	9.92	—	8.86	.54	—	.50

WARNING

Profits will reach epidemic proportions this winter



New products.
2-Way Hacks in honey, lemon and menthol.
Victory V cough linctus lozenges (available Autumn 1983).



Traditional favourites to send your profits soaring:
Hacks, Victory V, Breezers and Buttercup products.



Massive consumer support:
£450,000 on TV, press and radio.



Exciting trade bonus schemes.

Barker & Dobson
Quality by name since 1834

Barker & Dobson Limited, Whitefield Road, Liverpool L6 5DF.

For further details contact your local Barker & Dobson representative or Gordon Hillock on 051-263 9111



FML-Neo ophthalmic suspension

Manufacturer Allergan Ltd, Turnpike Road, Cressex Industrial Estate, High Wycombe, Bucks HP12 3NR

Description Sterile, white, microfine ophthalmic suspension containing fluorometholone 0.1 per cent and neomycin sulphate 0.5 per cent (equivalent to 0.35 per cent neomycin base)

Indications Management of steroid responsive inflammation of palpebral or bulbar conjunctiva, cornea and anterior segment of the globe, when threatened or complicated by infection with neomycin-sensitive organisms

Dosage One or two drops in the conjunctival sac two to four times daily. During the initial 24 to 48 hours this may be safely increased to one drop every hour. Care should be taken not to stop treatment prematurely. Shake well before use

Contraindications, warnings etc Acute untreated purulent ocular infections. Most viral diseases of the conjunctiva and cornea and hypersensitivity to any components of the preparation. Corticosteroid eye drops should not be used for more than one week except under strict ophthalmic supervision with regular determination of intraocular pressure.

Contains benzalkonium chloride and should be used with caution in association with hydrophylic contact lenses

Packs 5ml plastic dropper £1.90 trade

Supply restrictions Prescription only

Issued August 1983

Fluvirin and two more insulins

Fluvirin inactivated influenza vaccine (surface antigen) BP from Evans Medical Ltd will be available from September 5.

Fluvirin contains the prevalent strains currently recommended by the World Health Organisation —

A/Philippines/2/82 (H3N2) (like strain), A/Brazil/11/78 (H1N1) (like strain), and B/Singapore/222/79 (like strain). It is available in three presentations: 0.5ml pre-filled syringe (1 dose) (£3.12 trade), 5ml vial (10 doses) (£29.76), 25ml vial (50 doses) (£140.80); promotional prices £2.50, £23.81 and £112.64 respectively.

Evans Medical have also added two highly purified insulins to their range, available through wholesalers. They are isophane insulin BP 10ml (£5.80 trade) and neutral insulin BP 10ml 100 units per ml (£5.60). *Evans Medical Ltd, Old Post House, London End, Beaconsfield, Bucks.*

Camcolit scores

From September 1 Camcolit 250mg tablets will be scored, to give greater flexibility of dosage. In all other respects, the tablets will remain the same. *Norgine Ltd, 116 London Road, Headington, Oxford OX3 9BA.*

Product licences

The UK product licences for Garoin tablets, SVC, Valledrine linctus and Vallex linctus expire on August 31 and will not be renewed. May & Baker will be unable to supply any of these products after that date. *May & Baker Ltd, Dagenham, Essex RM10 7XS.*

Twentieth century druggist — memoirs by Charles W. Robinson. Softback, pp244, illustrated. £6.50. *Galen Press, 18 North Bar Within, Beverley, North Humberside.* Few pharmacists have written their autobiographies, which makes this collection of memoirs by Charles Robinson somewhat unique. He is one of the diminishing group of pharmacists who entered the profession through an apprenticeship and after qualifying joined the even smaller group of pharmacist journalists. Later in 1937 he moved to the Bayer Company in Leverkusen. Whilst he was there a letter to *The Times* criticising Nazi intolerance and propaganda caused such a stir that it was undesirable for him to remain in Germany and so he joined the Bayer Company in Australia. During 1945 he became secretary of the Wholesale Drug Trade Association — the precursor of the ABPI. Five years later he joined Evans Medical which was taken over by Glaxo in 1961. In May 1965 he went to the Runcorn Development Corporation as the central administration officer — retiring in 1970.

The various chapters deal with aspects of his experiences in pharmacy and of his incursion into town planning. There are also sections dealing with personal and family life and his impressions of Germany under the Nazis, and Australia during the war years.

The book does not provide, however, much unpublished historical pharmaceutical material. For example, of the five years with the WDTA and ABPI there is hardly any anecdotal material — hardly a mention of those with and for whom he worked, and pharmacists generally may find the memoirs do not provide much detail about those in the profession with whom the author came into contact. Future historians may be grateful for the index, but it will probably be from other sources they will gather their material.

Following the launch of Sunset Self Tanning Cream in N.W. England, Sunset Marketing Ltd. is pleased to announce its expansion to the rest of the country.

This new self tanning cream has been formulated to overcome the problems normally associated with products of this type, e.g. streaking, inconsistent colour, greasiness and difficult application. The result is a dermatologically safe, reliable, moisturised cream at a reasonable price, with a generous profit to the retailer whose outlay need only be minimal.

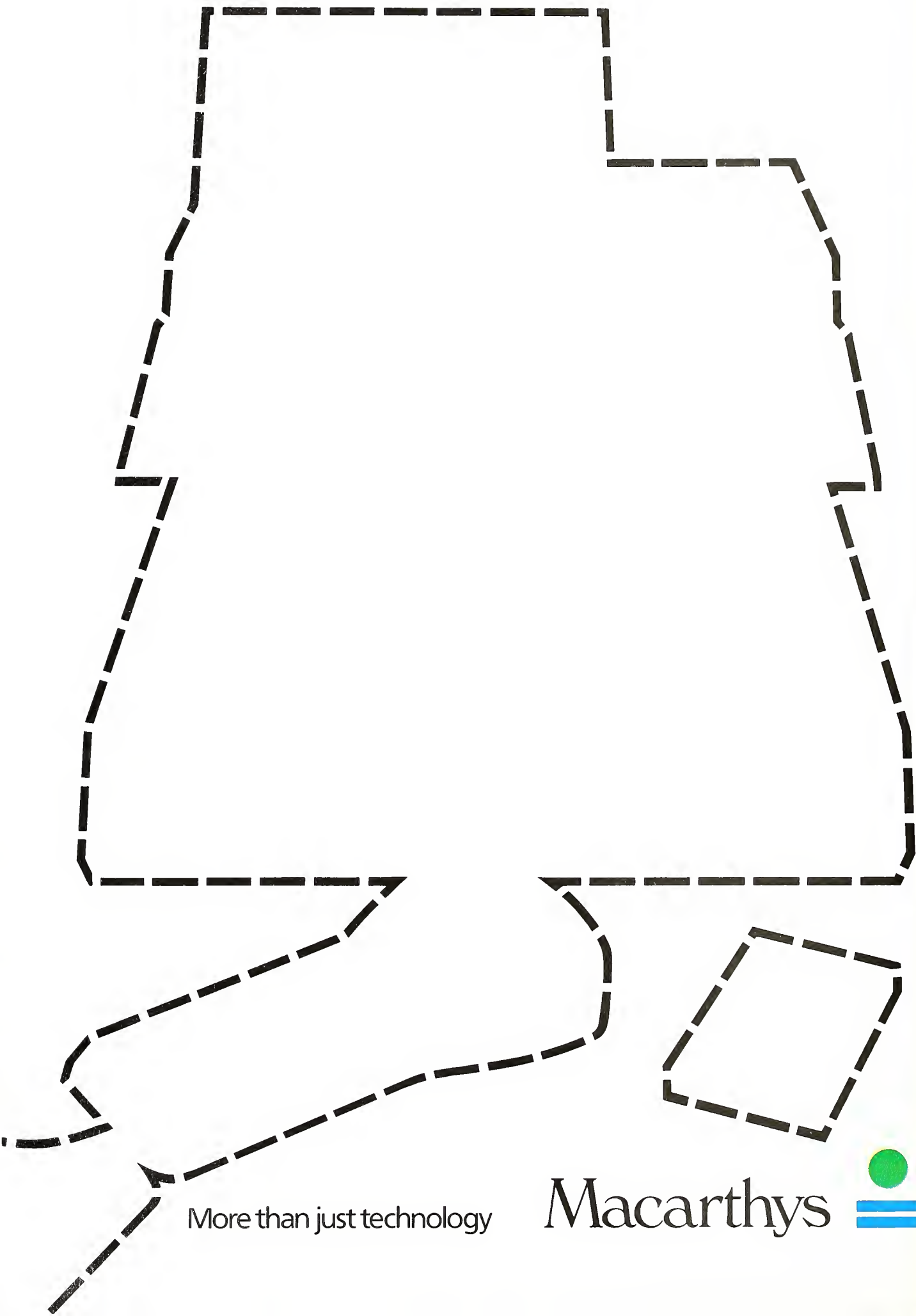
Sunset Self Tanning Cream is presented in an eye-catching display carton of 24 x 100ml tubes, each individually boxed with an instruction leaflet enclosed. The retail price is £2.99 per tube, costing £36.00 + VAT per carton.

Stock is available for immediate delivery and will be maintained on an all-year-round basis to fill the existent demand revealed by our market research, currently the subject of considerable press coverage.

Sunset

Orders and enquiries to:
Sunset Marketing Ltd., P.O. Box 25, Leyland,
Preston PR5 2QX Telephone: 07744 33315





More than just technology

Macarthys



Multiples' growth leaves niche for independents

The home brews market is growing — good news for everyone involved — and with the £1 pint hovering on the horizon even more people will be taking to their demi-johns and fermentation bins. While the multiples continue to make inroads there is still plenty of room for the independent chemist in this, a market growing by word (and taste) of mouth.

That next year will be another year of growth is "almost guaranteed by the proliferation of retail accounts," says Keith Hockings of Unican.

"This year the signs are that the big boys such as Tesco and Asda are taking home brews seriously and expanding their retail outlets. That alone will guarantee a good year — certainly for the manufacturer."

The potential is there, he says, to get into more outlets. "At the moment Boots dominate the market. We're in most

Woolworth stores and will be in all Asda stores by the end of the year. All the other big multiples are just testing the water and are all very happy. I think we'll see them expanding this year."

Retail sources agree with this pointing out that the market growth of recent years has attracted large multiple retailers who concentrate on selling the faster moving ingredient lines. They conclude however that "it is unlikely these newer retailers will obtain significant market shares owing to their reluctance in offering a

comprehensive equipment range and their inability, at present, to offer the specialist advice which is available elsewhere."

Richard Cutcliffe, sales director, Southampton Homebrews agrees several major multiples will be expanding their homebrew sections in the forthcoming year — good news for this company which likes to think it has most of the market share after Boots.

We supply a lot of multiple outlets and a lot of people get upset, says Mr Cutcliffe. In reply to such criticism he argues that supermarkets are good advertising for the market, creating awareness by carrying some homebrew products.

"By their very nature they will cream off a certain amount of business because people are there with their weekly shopping cheque. However due to space problems they are never going to have a good section with all the bits and pieces, so there is room for the chemist outlets, hardware stores and specialist outlets to offer products slightly different to those listed by the big stores."

Unican's Keith Hockings is in total

Continued overleaf

CHEMEX'83

The Retail Chemist Exhibition

Cunard International Hotel · London W6

Sunday September 11, 10am-9pm;

Monday & Tuesday September 12 & 13, Noon-9pm.

BRITAIN'S ONLY MAJOR EXHIBITION FOR THE RETAIL CHEMIST

- New Ideas to make the Chemist's life easier!
- Many SPECIAL and FREE offers to Exhibition visitors ONLY.
- Exclusive Lines for Independent Retail Chemists.
- New Lines for Extra Profit.

- Chemists will be able to familiarise themselves with the PIP Code.
- For the family, Cunard Hotel are providing food and drinks at greatly reduced prices — and the Organisers will look after the kids in a supervised play area.

**RETAIL CHEMISTS CANNOT AFFORD TO MISS
CHEMEX '83 — for PROFESSIONAL BUYERS ONLY**

**Free Admission Tickets and
Full Information from the Organisers:**

TRADES EXHIBITIONS LTD., Spring Street, London W2 3RB. Tel: 01-262 2886

HOME BREWS

agreement. "Although currently the chemist has fallen behind in his share of the market, with careful marketing and the right choice of product, he can reverse the trend and increase his share back to the high level enjoyed in 1979."

The resounding message from the manufacturers to the independent chemists is they can do well if they are prepared to make the effort.

Homebrew outlets, they argue, are still thin on the ground — offering an enterprising pharmacist the chance to develop a taste for the market. Keith Hockings estimates there are only some 3,500 outlets stocking homebrews of which 1,000 are Boots and 1,000 Woolworths.

That the chemist share of the market has fallen to four per cent is, says Mr Hockings, the result of a lack of aggression on their part.

"Independent chemists have got two things going for them. The first is they can usually offer good advice to their customers which you don't get in the multiples and secondly they can be very competitive on price. They can not only survive in the market, they can prosper."

Testing the water

So what should a retailer do to test the water? He should certainly not jump in feet first, says Richard Cutcliffe, but look around to see what he is up against. "If there is too much competition locally maybe he shouldn't bother. There is no point in going in to fight with the bulls unless you're sure you're going to win."

Assuming the decision is to go with home brews the next step, he says, is to evaluate the competition. See what they are cheap on, he advises, and decide either to match them or not stock that item.

The availability of shelf space and cash are crucial criteria when setting up a home brews section for the first time. Back to Keith Hockings: "The size of a home brews section depends mainly on the floor area and customer traffic. Space available in chemists is often limited, but together with our distributors, we can advise on the optimum sized section, and a selection of fast moving kits and equipment, tailor-made to the requirements of each individual chemist."

"Anything less than £500 I consider a waste of time," says Mr Cutcliffe. "There are people who do start for less than that and do move into a good home brews section but they are starting at a disadvantage."

Southampton Homebrews have a series of 'planograms' suggesting possible shelf lay-out according to availability of space. An eight foot section and an outlay of around £1,000 are an ideal starting point, says Mr Cutcliffe.

"I would rather put in a more detailed

range with small quantities than a lot of only one or two things," he says. It is then up to the retailer to adjust the section as he thinks fit.

Keith Hockings agrees with this. "Initially we would suggest that the chemist carries a good mix of products from leading brands, together with a selection of the essential equipment required to start home brewing."

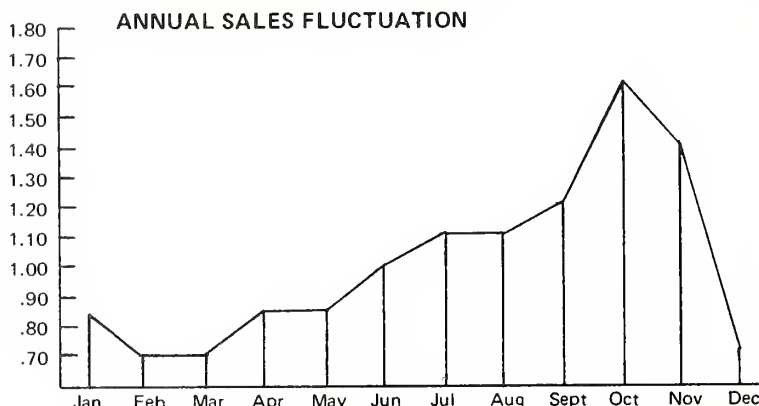
"This encourages those people who have been thinking of the hobby to buy the equipment and a kit and start brewing. Statistics show that once someone has the few pieces of equipment

needed to brew beer at home or make their own wine, they seldom cease using it."

Success, the manufacturers continually stress, is entirely dependent on the commitment of the individual retailer. "He must give home brews shelf-space for at least six months to a year," Mr Cutcliffe continues.

"It is no good coming into the market in November or December because he won't pick up the seasonal sales in time. He will then go through the February-March lull, get really despondent and throw it out around July just when it's about to pick up."

"You need to stay behind home brews for some time and keep those silly little items so-and-so down the road wants — remember he also probably buys five gallon kits."



Southampton Homebrews describe the market as seasonal although they say this is slowly beginning to level off. The above graph is based on their past eight years — if average sales in units were 100 January would register 85 and October 160

Facts and figures on the market

One in seven adults are now active homebrewers and will be responsible for around £60m of retail sales this year. Something of a change from the £11½m market of 1975.

All the companies involved accept this figure although they do point out there is no recognised source of reliable information. Keith Hockings of Unican believes the figure could be nearer £55m this year due to a spate of price cutting.

The rate of growth in the market is widely accepted to be 20 per cent and is expected to be maintained for the foreseeable future — although one chemist multiple is only anticipating eight per cent growth over the next 12 months.

Breaking down the £60m, the market split

is as follows:

Wine ingredients	£21m
Wine equipment	£10m
Beer ingredients	£23m
Beer equipment	£6m

Individual brandshares are more difficult to establish and can vary widely from region to region. Trade sources suggest they are as follows:

Wine ingredients	%
CWE	25
Unican	23
Boots	19
Others	33
Beer ingredients	%
Boots	31
John Bull	26
Tom Caxton	24
Geordie	5
Unican	4
Edme	2
Others	8

Figures supplied by Southampton Homebrew show how the market breaks down via outlet.

	1977	1980	1982
Boots	68%	52%	49%
Chemists	4%	4%	4%
Homebrew shops	16%	10%	8%
Woolworths	4%	22%	17%
Others	8%	10%	22%


CO₂ bulb from Metal Box offshoot

An 8gm carbon dioxide bulb is the first product to be launched by Cotec International, a new Metal Box subsidiary, established earlier this year to develop and market domestic and industrial applications of carbon dioxide. Coming in outers of 36, each pack contains 10 golden metallic bulbs (£1.65) and has a green and yellow chevron pattern. Cotec say they are currently in negotiation with "a leading group of chemists' wholesalers."

Cotec claim their CO₂ bulb, unlike bulbs with the traditional clench closure, has an unlimited shelf-life and will not leak thanks to its "unique welded closure."

The company estimates the UK market for bulbs stands at 11 million units per annum and will be supporting the new bulb with point-of-sale material, promotional literature and a trade advertising campaign. Cotec claim this will be the first advertising campaign for this product group to appear in this country.

The use of a pressure barrel using




A new range of homebrew bitters and lagers is now available from Continental Wine Experts. Barleybrew original bitter and best bitter, together with Steinbrau gold lager and gold special lager are all supplied in 1.5kg cans — sufficient for 40 pints. Each pack contains brewers' yeast, step-by-step instructions and a free beer mat. Retailing at £2.65 for the original and gold lager and £3.05 for the best bitter and gold special lager, the range will be supported with advertising in the specialist consumer Press. POS material will be distributed free with every full carton of six and there will be a retailers' competition with prizes worth over £1,200. Continental Wine Experts Ltd, The Winery, Cawston, Norwich NR10 4BQ

injector systems has kept pace with developments in the homebrew market, say Cotec. "As beer kits have found ready acceptance from dedicated drinkers who had no access to natural ingredients, or wished to shorten the natural brewing

process, so demand has grown for the CO₂ injectors recommended for use with barrels to boost the naturally-produced gas from the beer within." Cotec International, Denchworth Road, Wantage, Oxon OX12 9BP.

THE HOMEBREW MARKET WORTH £60 MILLION AT RETAIL AND STILL DOMINATED BY ONE RETAILER. SHOULDN'T YOU BE GETTING YOUR SHARE ?



Of course you should. We're number 1 by miles in high volume homebrew. Let us give you a slice of the homebrew cake – not just the crumbs. We can provide all the expertise and products you need, to give you a tailor made homebrew section which includes:-

- Home Brew Beer Kits
- Home Wine Kits
- All necessary equipment and chemicals properly packed and displayed
- Soft Drink Concentrates, 28 variants including 2 litre

As part of our service you also get:-

- Prompt Nationwide Delivery
- Computer Sales Analysis by product and store
- The Benefit of 10 years Homebrew experience
- A full range of products, including brand leaders, Unican, Brewmaker, Tom Caxton, Geordie, Edme, CWE, etc.
- A professional and no nonsense service.

SO IF YOU WANT HARDWARE MARGINS WITH GROCERY TURNOVER, DON'T MESS ABOUT, CONTACT THE BREWMARKETS NO 1 DISTRIBUTOR.

SOUTHAMPTON (0703) 782812 OR FILL IN THE COUPON

Name _____

Company _____ Tel _____

Southampton Homebrews Ltd., Brewmaker House, Millbrook, Southampton.

WE'LL DO THE JOB PROFESSIONALLY – AND NOT WASTE YOUR TIME

TV formula still works say Unican

A £600,000 advertising and promotional budget is promised by Unican for the forthcoming year with a programme of activity for both wine and beer kits.

"Television has created a much wider awareness not only of our product but also of winemaking and homebrewing in general which has been reflected in the market growth of the past two years," says deputy managing director Keith Hockings.

"Following this success we are repeating the same advertising and promotional strategy on a wider scale. Sales figures so far have proved the formula still works," he says.

Beating the market

Half year figures currently show a 31 per cent increase in Unican sales (total market growth is put at 20 per cent) compared to the same period last year and the company expects the rise in sales over the second half of the year to be much higher.

A four-week television campaign using both ITV and Channel 4 has just finished and was shown for the first time in the Granada, South West and Yorkshire regions.

The programme of in-store wine tasting and a video showing the simplicity of winemaking kits continues to be available — the latter on loan, in VHS format, for a £15 deposit.

Unican claim that in the past two years their sales have doubled and the brand is now joint leader with Boots in the wine sector, each holding a 20 per cent share. The three week wine, they say, is now the overall leading single brand.



'Can I have my Milton back dear?'

For babies and home brewers!

One product not often considered for the homebrews section is Milton 2 sterilising fluid. Richardson-Vicks suggest that before using demi-johns and kilner jars equipment should be sterilised by adding

one capful of Milton 2 to four pints of water. Containers should be filled and left to stand for 30 minutes while exterior surfaces such as tubes and taps are wiped down with the same solution.

When bottles are to be stored a ½" depth of Milton 2 will maintain sterile conditions, say R-V, and there will be no need for re-cleansing and sterilising. Richardson-Vicks Ltd, Rusham Park, Whitehall Lane, Egham, Surrey.

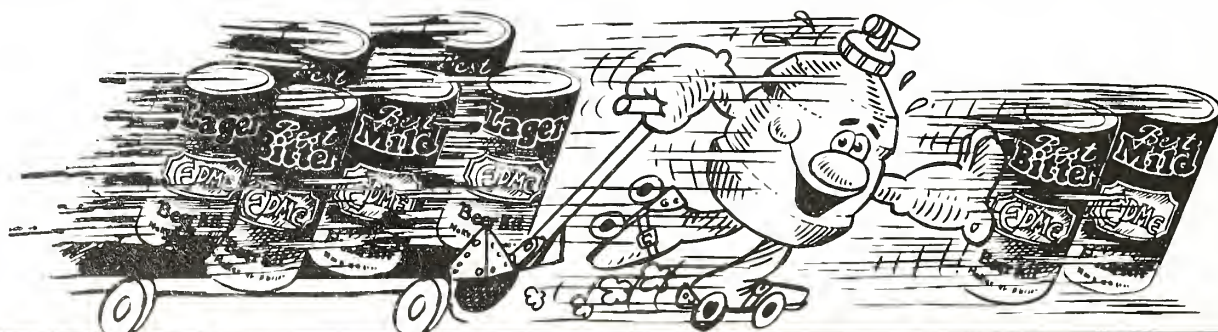
Turning to beer Mr Hockings claims Unican are increasing their share of this sector of the market. Unican, he says, is currently stronger in wine than beer, but we intend to put this right with a major consumer promotion — similar to the holiday offer currently running on the wine kits. Prizes will include a video recorder and a selection of Atari games.

The company is also planning to shoot and test a television commercial featuring their beer kits. Unican House, Central Trading Estate, Bath Road, Bristol.

Danish kits from Home Winecraft

A Danish kit in 1 gallon and 5 gallon sizes has been added to the Home Winecraft of Leicester range, available in red, white and rosé (£2.95-£3.25 and £7.75-£8.95) and hoc berry and mosel kloster (£3.10 and £8.45).

The company says products selling particularly well are the own-brand concentrate, Winecraft Blend, pressure valves and the five gallon wine kits. Home Winecraft (Leicester) Ltd, 15 Viking Road, Wigston, Leicester LE8 1BT.



EDME
Beer Kits

The choice of the first class homebrewer

Edme Limited, Maltby,
Mariner, Essex G211 1HG

Edme Superberbrewster keeps your homebrew beer kit stocks moving- pushing along the profits

Bitter, Lager and Mild Ale Beer Kits, available in 40 and 28 pint Kits

Basic Brewmaker additions

Brewmaker basic bitter and basic lager kits (40 pints, £1.79) are now available from Southampton Homebrews. We now believe we have the cheapest liquid kit on the market, says Richard Cutcliffe.

With the growth in cheap, basic label kits through multiple outlets we are now able to offer our own version. To enable us to achieve this low price the concentrates contain a high proportion of barley syrup, he says.

Prices have been reduced to £1.79 for the red, white and rosé house wines and yeast is now included, while home wines have been reformulated as three-week wines. Now called Express they retail at £2.49 for a one gallon kit.

Another recent addition is the Brewmaster soft drink concentrate display stand. Holding a total of 130 one and two litre PET bottles the stand is supplied free with each parcel order (trade price excluding VAT £294.12).

Finally the company has introduced a Brewmaker little brown jug — a four pint stone coloured keg complete with venting cap (£0.79). The jug together with the wine dispenser will be used for promotional purposes later in the year.

Southampton Homebrews Ltd, First Avenue, Millbrook, Southampton.

In brief — Itona additions . . .

Export Irish stout is the latest addition to the Itona range available in 40 pint cans (£3.77) and outers of six. The other recent addition to the range, mixed, retails for £3.60 for a 40 pint can and is also packed in outers of six. *Itona Products Ltd, Leyland, Mill Lane, Wigan, Lancashire.*

. . . Geordie promotion . . .

A range of beer glasses featured in the re-launched "look" on Geordie beer kits has caused such a stir that the company is to run a consumer promotion around them. Flashed packs will include an application form and details of how to obtain the engraved glasses. *Viking Brews Ltd, 1A Denholme, Whitley Bay, Tyne & Wear NE25 9AU.*

. . . and Caxton wallchart

Tom Caxton have repositioned their range of grape concentrates which now retail at £2.25 instead of the original £2.75 and have introduced a home brew wallchart with step-by-step instructions and recipe instructions catering for both the beginner and more experienced homebrewer. The company estimates that 20 per cent of consumers in the market at any one time are new users. For new stockists ordering 10 or more cases Tom Caxton are offering a free-standing display unit and POS material. Copies of the wallchart are available from *Tom Caxton home beer and wines information service, 121 Gloucester Place, London W1H 3PJ.*



The Emde range is now "guaranteed to stand out in a crowd" following this relaunch with labels that "reflect Emde's sense of tradition and its historical connections in the malting industry". POS, media and television support, together with a consumer competition are planned to support the range

Worth the wait



Premier quality home wine —getting better all the time

CWE Connoisseur's Choice is quite simply the pick of the best grape juice available. Only natural grape juice is used to give perfect fermentation—

No extra sugar is needed.

And now Connoisseur's Choice comes in kit form in all 7 varieties. Everything your customers need to make a gallon of superb home wine in one handy carton with the kind of shelf appeal that sells . . .

Stock the best and give your clientele the opportunity to make a wine that they can make (and keep) with confidence.

7 varieties —all in the new kit form

the best choice
CWE

Continental Wine Experts The Winery Cawston Norwich NR10 4BQ

by Dr S. Ellis, East Anglian Regional Pharmaceutical Officer

Be alert to taking your medicine

A new compliance aid has been developed in East Anglia to remind patients by means of an audible alarm, to take their medication. It is intended for people who are preoccupied with more pressing matters and those suffering short-term memory loss.

Many papers have been written in recent years about the levels of compliance by patients with prescribed medication and describing systems or devices developed to improve it. Both rely on the pre-selection of tablets into doses to be taken at each prescribed time, sometimes linked to charts or labels to clarify when they are to be taken. They undoubtedly improve the accuracy of medication and help to establish a routine.

For the elderly patient suffering from short-term memory loss or the busy worker whose medication routine is driven from his mind by other more pressing matters the devices serve only to show, later in the day, if a dose has been forgotten.

Missed tablets may be a source of anxiety to the elderly who cannot decide between leaving them in the container and risking a scolding from relatives or taking them as a late or double dose.

It was therefore suggested that a compliance aid was needed which could remind the patient a dose was due as well as improving accuracy by pre-selection. The problem was discussed with Mr M. Lynn in the scientific services division of the East Anglian Regional Health Authority, and the Tab-lerl was the result.

Tab-lerl is a 3½ by 3½ by ½in box (see picture) with a hinged lid perforated to increase the audibility of the alarm. The base houses four, linked, airtight tablet containers with individual lids numbered 1 to 4 to indicate the doses during the next 24 hours. It also contains the electronic circuitry, which will be described elsewhere, a buzzer alarm, a set of 10 time switches and a bank of hearing aid batteries. An instruction leaflet was prepared which could be folded into the lid when the device was issued.

The leaflet explains how to choose a suitable time interval between doses, how to set the interval on the time switches, how to test and set the Tab-lerl alarm and how to load the containers. Intervals between doses from two to nine hours can be set. If all doses are taken at equal intervals once this is set the switches will not be used again except for testing the

viability of the batteries. Where doses are not regular a new interval can be set each time a dose is taken.

The method of using the Tab-lerl is as follows:

1. Identify the number of hours which should elapse between each dose.
2. Depress the time switch which corresponds to this number of hours.
3. Place the tablets to be taken as the next dose in box 1, the second dose in box 2 and so on, closing the lids firmly as each box is filled.
4. Depress switch 10 to 'ON'.
5. Close the lid of the Tab-lerl firmly. Closing the lid starts the timing device and

Ex-Lax+Bon = overni

*Ex-Lax — the best
known brand of laxative*

Ex-Lax Pills

Smooth, easy to swallow coated pills in Handy packs — so convenient — so effective for gentle overnight action.

Ex-Lax Chocolate

The pleasant tasting laxative precisely formulated to bring gentle overnight relief.



*Now part of a
winning team.*

Bonomint

The mint flavoured chewing gum laxative for people who find other laxatives too hard to swallow.

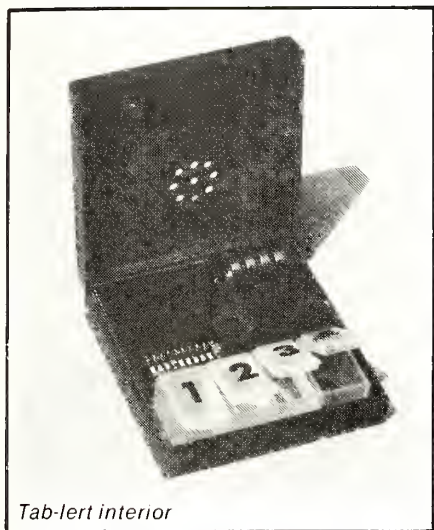
★ You can now display Bonomint for self selection.

★ For the first time Bonomint is being nationally advertised. Campaign breaks September in major national newspapers.

Brooklax

A stronger chocolate laxative to relieve constipation overnight.





Tab-ler interior

the alarm will sound when the dose is due.
6. Opening the Tab-ler automatically cancels the alarm and reclosing starts the

timer for the next interval. The case must not be opened between doses or the timer will be upset.

7. When the last dose of the day has been taken the lid of the Tab-ler may be left open to prevent the buzzer sounding during the night, or switch 10 may be returned to the 'off' position.

Sponsorship was obtained to build 10 prototypes so that the device could be tested in practice. Two groups of patients who might benefit from it had been identified — the elderly and the busy worker who needed to take tablets during the day. It was decided that for the first trial we should seek volunteers from the second group as they would quickly revert to their normal practice should the device fail and the risk of breaks in treatment were lower.

Seven volunteers were issued with a Tab-ler and a questionnaire and were asked to use the device for 1 month and

then return the completed questionnaire. The Tab-ler could be retained if it proved useful and two volunteers did so.

Of the seven volunteers, two admitted to forgetting to take their tablets often and four occasionally, before the device was issued. Three felt that it reduced the number of times they forgot but the rest felt it made little difference. Six of them reported that they sometimes found themselves waiting for the alarm because they knew a dose was due but only one claimed it happened every time.

Four of the volunteers thought the Tab-ler useful and two of the others said that because they had been on regular medication for several years and had an established routine the alarm was unnecessary. One volunteer felt that it had helped her to establish a routine and she could now dispense with it.

Questions about the Tab-ler in use revealed that three volunteers found the instruction leaflet confusing and four found the time switches difficult to see or use particularly if they had to change them frequently when intervals between doses were not constant. Three found the choice of a fixed interval difficult because their medication had to be taken with food.

The tablet containers proved adequate in every case although one volunteer found them difficult to open.

The alarm proved audible even from within a handbag or the next room and all regarded the Tab-ler as reliable — too reliable in one case where the alarm had sounded at a rather inconvenient moment.

Useful idea

Analysis of the answers to the questionnaire and discussions with the volunteers confirmed that we had a useful idea and that the device worked well. It is obviously of most value to people in the group who had not yet developed a routine. Most of the criticisms were constructive. Some modifications must be made before we proceed to a trial with elderly patients, but it is hoped to commence this shortly.

Two changes which would increase the value of the device have been identified. Firstly the ability to set the alarm to sound at fixed times of day rather than at fixed intervals and secondly a reduction in size. Both could probably be accomplished without excessive increase in cost during commercial mass production.

The prototype Tab-ler is to be exhibited at the Microfair Electronics Aids for the Handicapped, in the Autumn. ■

I am indebted to Mr M. Lynn for the technical development work and production of the prototypes, to Roche Products Ltd for their sponsorship of the project and to the volunteers who tested the Tab-lers for us.

int+Brooklax success



When you
display more you sell more

*Source: Independent Research

In this sensitive area, users prefer to self-select their laxative.

Ex-Lax sales increased by as much as 50%* when they were displayed prominently for self-selection.

Now you can offer all the choice your customers need with this range of laxatives — each backed with national advertising support and now on special bonus terms to Retail Chemists.

OUR 3 IN 1 DISPLAY UNIT TAKES VERY LITTLE COUNTER SPACE BUT PACKS A LOT OF PUNCH AND PROFIT FOR YOU.

For details of the bonus display unit, and the full range of laxatives, contact our sales distributor:— Ernest Jackson & Co. Ltd., Crediton, Devon EX17 3AP. Tel: 03632 2251

EX-LAX gives you the choice - for overnight success

LETTERS

Flea in the ear!

I read with some alarm the piece titled "Fleas flee Fifi" by Xrayser in your August 6 edition.

I am not at all against the subject of fleas on pets being treated with some humour, as this can go some way towards lightening what, for many consumers, is a very sensitive subject. In fact, our own consumer advertisements over the years have been in this vein. However, one should not forget that all insecticidal products for use on animals are licensed medicines, with all the rigours of the Medicines Act, quite properly, being applied as for products for human use.

The thought that anyone would follow Xrayser's example and apply unspecified quantities of insecticide and insect repellent leaving a cat collar "almost dripping" fills me with horror. Even worse, imagine a pharmacist actually advising a consumer to do this.

Now, if used properly, proprietary insecticidal products are quite safe, but they are toxic and serious side effects can result from improper use. Particular care

has to be taken in the development and production of insecticidal collars and bands which, after all, are worn for extended periods of time.

From the article it would seem that Xrayser's formula proved effective, but what of its toxicity? What about skin reactions from an insecticide that may not have been suitable for use in a collar? Or from the repellent? Not to mention from chemical interaction between the two!

How Xrayser treats his own animal is his affair but I believe it should be clearly stated in *C&D* that a concoction such as that recommended by Xrayser is ill advised and is potentially dangerous both to the animal and to anyone coming into contact with it.

There are many proprietary insecticides which will deal with a flea infestation effectively and safely, and insecticidal collars and bands which will protect against re-infestation for up to five months. With such effective products readily available, there is absolutely no need to risk home-made "remedies."

A.J. Grayling

Group product manager, Sherleys division

Ashe Laboratories Ltd,
Leatherhead, Surrey.

PS: I would be pleased to supply a detailed leaflet on how to deal with flea infestation to anyone interested.

More muscle needed

Having read the resumé of the PSNC negotiations with the DHSS (last week, p273) one cannot help having great sympathy with the negotiators who were put in an intolerable position.

However, while PSNC thought that the Government would impose a far greater burden on contractors, its members should have dug their heels in much more than they did and demanded a repayment period of not less than the build up period, ie three years from October 1980.

No Government would have dared to impose terms greater than the offer on the table but at least, by resisting the Department's terms, the PSNC could have acted more strongly than it did in the face of Government pressure.

We must now look to the future and insist that PSNC battles for all the outstanding remuneration due to contractors with a much stronger will and heart than it has done to date. At least this will reduce the clawback to a more tolerable situation.

We must be seen to be strong in our negotiations. If our leaders cannot take the heat of battle then they should stand down and let others who are eager get on with the struggle.

A.D. Allen,
London E18 2LY.

S-O-T HEALTH FOODS LTD AND CORNWELLS (WHOLESALE) LTD

TRADE SHOW

AT TRENTHAM GARDENS

TRENTHAM, NORTH STAFFORDSHIRE

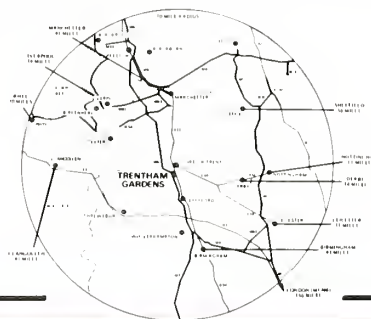
ON SUNDAY 25TH SEPTEMBER 1983

From 11.00am to 6.30pm

**ALL OUR MAJOR SUPPLIERS ARE EXHIBITING AND THERE ARE OVER 85 TRADE EXHIBITORS
GREAT ATTRACTIONS ON SHOW SPECIAL PRICES APPLICABLE TO TRADE SHOW DAY ONLY
MANY INCENTIVE OFFERS - CHRISTMAS PRE - SELLS GREAT ATTRACTIONS FOR THE FAMILY
BRING YOUR FAMILY AND ENJOY A REAL DAY OUT
OFFERED BY TRENTHAM GARDENS**

S-O-T HEALTH FOODS LTD

Unit 1
Furlong Road
Tunstall
Stoke on Trent
Telephone: 0782 813743
814431 (10 lines)



CORNWELLS (WHOLESALE) LTD

Unit 2
Furlong Road
Tunstall
Stoke on Trent
Telephone: 0782 811917

Formal contracts?

I have it on good authority that, after 35 years, the DHSS is about to produce formal contracts for pharmacist contractors.

This is perhaps the last opportunity we will have to reject the present basis of remuneration and avoid saddling ourselves and future generations of pharmacists with an unnecessarily complicated system of remuneration. This system results in an overall "mark up," when all discounts and allowances are taken into consideration, of barely 60 per cent of the average dispensing profits received by other pharmacists in the EEC.

The Pharmaceutical Services Negotiating Committee should carry out an immediate survey of profitability in other EEC countries and we should make broad comparability with the average a condition of entering into any formal contract with the DHSS. The DHSS under successive Governments, has exploited its monopoly of our services; yet dispensing doctors are able to use their very considerable political lobby to procure terms vastly more favourable. This scandal should no longer be tolerated.

C.R. Cleverly
Dorset

Trip to Utopia?

With the introduction of another discount clawback imposed by the DHSS it is obvious that discounting, in its present form, is no longer valid.

Might I suggest a more acceptable alternative:

1. All ethicals to be invoiced at manufacturer's list price.
2. Unichem, as a mutual society, to pay all profit share into a pension fund and allocate shares according to eligible purchases. This would provide an excellent pension (even by Civil Service standards) in a relatively short space of time.
3. All other wholesalers to pay discount into numbered Swiss bank accounts so that the beneficiary may take an early trip into tax exile.

It's a nice thought isn't it?

F.M. Jones
Gwent

Competition

Mr Goulding of the National Pharmaceutical Association recently stated that our Dalescript hardware system (the Epson HX20) is identical to that offered by the Oralabel, but implied that their software was superior and worth paying an extra £185 for.

May I point out that Dalescript software in our opinion, is more advanced than the Oralabel because on top of the

NEWS EXTRA

ASA rejects claims for pheromones

Sexual attraction claims for pheromones have been rejected by the ASA.

A member of the public complained to the Authority about an advertisement which read: "Men take an unfair advantage with Pheromone for Men. Contains real pheromones, the undetectable scent that women love." The ASA upheld the complaint after its consultant advised that any claim that such a product acts as a sexual attractant between human beings is without justification.

The Pheromone Centre has been asked to remove the claim from future advertisements.

The Authority upheld a complaint against claims made for a Vichy product, described within a promotional entry leaflet as having slenderising properties. Vichy had previously given an undertaking to ensure that advertising claims for the product would not contravene the British Code of Advertising Practice. The ASA reminded the company that promotional material is also required to conform to the Code. Vichy have since given a further undertaking.

DDD Ltd have been asked to amend the illustrations in advertisements for Wate-on. A complainant disputed the claim: "Super Wate-on liquid can help you put on pounds where it really counts." She believed there would be no control over where the extra weight was deposited.

DDD stated that the advertisements were designed to reach underweight women requiring over-all weight increase and that the words "where it counts" referred to the whole body. The Authority considered, however, that because the illustrations particularly featured the bustline the wording was likely to be misinterpreted. DDD were also requested to remove the claim "where it really counts" from future advertisements.

fast labeller it has an order entry programme with which the chemist can order using alpha, PIP or any other numeric code. We are so confident that our system, at £120 below the Oralabel price, is better value for money that we would challenge the NPA to put the systems side by side into a retail outlet, with ours on a 100 per cent money back guarantee.

K.C. Patel
Director
Dales (Southend) Ltd

Sweeteners in food rules published

The Regulations permitting the use of six new sweeteners have now been published (last week, p306).

The Sweeteners in Food Regulations 1983 (SI 1983 No 1211, HMSO £2.25) come into effect on September 6 in England and Wales only. The new compounds are acesulfame potassium, aspartame, thaumatin, hydrogenated glucose syrup, isomalt and xylitol. The first three are "intense" sweeteners, that is, they are weight for weight many times sweeter than sugar, and the remainder are bulk sweeteners similar in sweetness to sugar. Saccharin, sorbitol and mannitol will continue to be permitted.

The use of sweeteners, other than sugars, will be prohibited in foods (other than special dietary foods) which are manufactured specifically for babies and young children.

Third of depressed patients suicidal

Nearly a third of all medical patients suffering from depression are likely to attempt suicide, a new survey reveals. Middle-aged housewives are most at risk.

The survey, carried out by Taylor Nelson Medical, studied medical histories of nearly 2,500 patients, and interviewed over 600 doctors throughout the country.

It indicates a significant rise in the number of people suffering from depression since the last survey two years ago, and shows that 29 per cent of patients are suicide risks. Of these 9 per cent had already attempted suicide, 17 per cent were "quite likely" to and 3 per cent were thought to be "very likely." The most common reasons for mental disorder, it points out, were domestic or marital problems (23 per cent), personality problems (16 per cent) and bereavement (10 per cent). Unemployment was not a major factor. *Psychotropic Patient History Study, Taylor Nelson Medical, 457 Kingston Road, Ewell, Epsom, Surrey.*

Computer monitoring

Using computers to report adverse drug reactions could make Britain "one of the safest places to get medicine prescribed," according to a report by Professor George Teeling-Smith presented at the British Association for the Advancement of Science's meeting this week.

Experiments on the idea are already underway, centred at Surrey University, where it is hoped to link 600 GP practices by the Prestel network by the Autumn. The system will enable prescribing records to be linked to adverse "prescription events" for 5 million patients.

'Sluggish' OTC market blamed on popularity of own-brands

Retail sales in the £383m OTC medication market rose by 24 per cent in 1979 and 30 per cent in 1980 before falling back to more moderate increases of 14 per cent and 12 per cent in 1981 and 1982.

One reason put forward for this "sluggish" recent growth, according to Euromonitor's "Health Report," is the popularity of generics and supermarket own-brands, which it is suggested have increased pressure on traditional branded remedies.

"A further factor may well have been the extent of media criticism of the pharmaceutical industry. Although this has not extended to OTC products, the reputation of medicines as a whole has probably suffered" say Euromonitor. "It would not be surprising if this made some people think twice before buying medicines for minor ailments."

Business Monitor figures quoted show turnover growth in pharmacies since 1979 to have remained slightly ahead of the average. Chemists gross margins have been slightly eroded, however, falling from 25.2 per cent in 1978 to 24.3 per cent in 1980.

Euromonitor's verdict on the current NPA advertising campaign is that, while its content is "obviously concerned with questions of professional status," it may also owe something to a desire to win back business lost to supermarkets and other outlets.

A Euromonitor survey commissioned in preparation for the report asked a sample of 2,000 adults where they had last bought OTC medicines. Forty-seven per cent said it was in pharmacies other than Boots. Boots themselves took 41 per cent.

Small volume decline

The market's retail value is put at £383m in 1982, a 60 per cent increase on 1978,

amounting to a small decline in volume terms. Analgesics top the sales list, accounting for £68.5m, with cold remedies following at £33m.

Euromonitor see an increasing trend towards self-medication in the future because of cost. It points out that, had prescription charges merely gone up in line with inflation, the current charge would be only £0.59.

OTC products account for between 10 and 20 per cent of European pharmaceutical consumption, and the expectation is that this share will double by 1990, at the expense of ethicals.

Within the analgesics sector, solubles are the only area to have shown consistent volume growth, with a 40 per cent increase in 1979 alone. The distribution split between pharmacies and other outlets is put at 65.35. Boots account for some 40 per cent of all retail distribution here.

Cough treatments have been a "relatively buoyant" market in the past five years. Some manufacturers believe campaigns taking the line of Franolyn Expect's recent "Ask your pharmacist" posters, and possible relaxation of Medicine Act POM controls will allow a non-advised pharmacist — recommended category of medicines to come into existence.

As for pharmacy sales of indigestion remedies these have been "steadily eroded" by supermarkets, say Euromonitor.

Looking also at family planning, the report shows a decrease of scripts issued for contraceptives. The 6.5 million dispensed in 1976 had fallen to a steady 5.6m in 1979 and 1980. *The Health Report 1983 (£160), Euromonitor, 18 Doughty Street, London WC1N 2PN.*

Government to control 'excessive' rate rises

The Government proposes to give Secretaries of State powers to curb excessive rate increases by individual local authorities. The proposal is contained in a White Paper, currently being considered by the National Chamber of Trade.

If given Parliamentary approval the "selective limitation scheme" would operate from next Summer and would apply in England and Wales to all county and district council's, the Greater London Council and the Inner London Education Authority. But the "large number of authorities with only a very small

expenditure will be excluded," say the NCB. General power to limit rate increases for all authorities would also be provided, to be used if necessary. Under the scheme authorities would be notified of the level of expenditure on which their eventual rate limit would be set. They would be able to appeal against the expenditure level which the minister may change in the light of evidence submitted. The expenditure level would then be translated into a maximum rate using rate support grant calculations.

Introductions of a business vote is

rejected in the White Paper but a statutory duty on authorities to consult representatives of businesses before fixing their rates or precepts is proposed.

The power to levy rates on empty industrial property would be removed with effect from April 1984 and levels for payment by instalments would be raised to £5,000 outside and £10,000 in London from pre-set limits of £2,000 and £5,000 respectively. "Rates — proposals for rate limitation and reform of the rating system" Cmnd 9008. £3.15 from HMSO.

'Up-market' toiletries from newcomer

A new company specialising in up-market and middle-market skin care and bath products has launched its first product ranges (See Counterpoints p324). Managing director Stephen Hill has previously worked for Plough, Optrex, Max Factor and, until May of this year, Lenthéric Morny. Bob Proops is the company's design and advertising consultant and David Macklin joins as sales director from Richardson Vicks.

Tesco charge for cashing cheques

Tesco have started to charge customers 30p for cashing cheques at one of their stores in Sutton, Surrey.

The company says the levy is purely to test how customers will respond, but believes it will have to start making a charge soon because of mounting administrative costs of the cheque-cash service. Over 60 stores now have such a facility. Tesco were unable to give figures on how many people use the service on a Saturday but say it is "extremely popular"

Separation scheme — a Wellcome move

The Wellcome Foundation are offering a separation scheme to UK staff who are prepared to leave where this can be done without any adverse effect on company activity. The scheme is not in response to the recent imposition of the 2½ per cent ethicals price cut, they say.

The company describes the scheme as "generous" and part of a continuing concern with manning levels and the general cost effectiveness of operations. It is entirely voluntary and any permanent member of staff may apply, say Wellcome.

The last time such a scheme was on offer to employees was at the end of 1979. The vast majority of the 173 staff taking up "separation" took early retirement.

Wellcome will have final discretion as to whether an applicant can be accepted, and will judge this according to whether

there is an overall reduction in numbers and a permanent saving equal to the salary of the applicant.

Safeway to boost pharmacy numbers

Safeway will have eight in-store pharmacies next year when their 29,345 sq ft Sussex superstore opens in Crowborough early in 1984. The company plan to open up 40 stores with pharmacies by October 1986.

Stores already open with pharmacies are at Livingston, Scotland; Verwood, Dorset; Hadleigh, Essex, and Acocks Green, Essex. The next Safeway stores with pharmacies will open up at Wilmslow (September 13), East Grinstead (September 20) and at Bitterne, Southampton (October 18).

Strong results lead Hoechst recovery

First-half results from Hoechst AG show a healthy recovery after 1982's poor sales figures — profits increased by 44.1 per cent at DM 804m, set against DM 558m.

A continuing improvement in business in the second quarter of this year has meant a slight upturn in sales compared with three months ago, Asia, Africa and North America being particularly fruitful. Demand was mostly from the auxiliary, pharmaceutical, crop protection and surfactant sectors of the business, but Hoechst say an improvement was registered in almost all regions. "And happily also in those companies that had shown a loss in the previous year." July and August figures suggest the favourable trend will be maintained.

Briefly . . .

■ The go-ahead — in principle — has been given to a new form of packaging suitable for chemicals and other potentially dangerous substances. With support from the Chemical Industries

Dorothy Hodkinson (left) of R.J. Hodkinson (Chemist) Ltd, Birkenhead, only managed to 'muscle' her elbow into the picture on p310 last week. In fact as winner of first prize of £1,000 in holiday vouchers, plus £200 spending money, in a recent Anadin window display competition, she was entitled to be seen 'face to face.' Mr B. Sandall, northern division sales manager for ICC is pictured presenting her prize



Association, intermediate bulk containers have been approved by the UN group of rapporteurs on the packing of dangerous goods. A new chapter of the UN recommendations entitled "Recommendations on intermediate bulk containers (IBCs)" is being prepared.

■ Following consultations, the National Association of Shopfitters, the Glass & Glazing Federation and the Architectural Aluminium Association have published a manufacturers' standard for exterior door opening sizes for shops, stores and similar premises. By specifying door opening sizes the Standard is intended to accommodate manufacturers' different designs and specifications of framed doors depending on whether such doors incorporate draught excluders or similar design variables, as well as standard size frameless toughened glass doors. A copy of the standard (send SAE) may be obtained from the *National Association of Shopfitters, 411 Limpsfield Road, Warlingham, Surrey CR3 9HA.*

■ The latest edition of Tolley's Tax Data 1983 — a compendium of factual information covering all the main UK taxes and related matter — has just been

published. This edition has new pages covering: car fuel scale rates, Inland Revenue pamphlets, married persons and VAT notices. Priced £4.95, the book is available from booksellers or from *Tolley Publishing Co Ltd, 209 High Street, Croydon, Surrey CR0 1QR.*

■ **Lipha Pharmaceuticals'** telephone number has changed to West Drayton (08954) 449331.

APPOINTMENTS

■ Following the death of Mr R. Carnick, USA director responsible for UK subsidiary **Carnick Laboratories**, Harold Godfrey Associates now takes responsibility for technical services, medical information, advertising and promotion for the company. Mr F.B. Evans has left Carnick.

■ **Omron Terminals (UK):** Mr Hugh Burnett, former sales director has been appointed managing director.

Give as they Gave

RAFA WINGS APPEAL



DURING SEPTEMBER



ZAF complete shopfitting systems, counters and showcases for the modern pharmacy at competitive prices.
(N.P.A. AND NUMARK APPROVED)

ZAF LIMITED,
Lillington Road North,
Bulwell, Nottingham NG6 8HG
Tel: 0602 753728 (10 lines). Telex: 377739

■ **Pharmax Ltd:** John Moore has joined the company as production director (designate). He previously worked with Winthrop Laboratories. Robin Burrows has been appointed licensing manager with responsibility for the company's cross-licensing activities.

■ **LRC Products Ltd:** Peter Smith has joined the company in the newly-created post of national accounts controller. He was previously national accounts sales manager at Johnson & Johnson. Bernard Foster becomes sales planning and operations manager, also a new post.

■ **Philip Harris (Holdings) plc** have appointed managing director John Haller to the additional post of chairman.

■ **Dendron Ltd:** David Vest is appointed area sales representative for Scotland.

COMING EVENTS

Unichem in Corfu

Unichem's fourth annual pharmaceutical convention being held this year in Corfu from September 19, will be the largest yet

with 250 delegates taking part.

The convention will be at the Hilton Hotel and will include three half-day business sessions plus two workshops. An extensive social programme has been planned culminating in a gala dinner at the end of the week-long convention.

"I am sure everyone will have a most enjoyable week, both from the business and social aspect," says assistant operations director, Kelvin Hide, who together with finance director Ray Monaghan, will be conducting the workshop sessions. "We have also had a tremendous response from our sponsors to whom we are very grateful."

All-British show

More than 50 British companies — among them Glaxo and Wellcome — will display around £100m worth of imported goods at a three-day exhibition to be held in London in September. Visitors will not buy, but bid for the contract to supply them.

The idea behind the exhibition is to create a "Think British" show, says organiser Henry Durowse of the London Enterprise Agency. "We are creating a market place for the British to compete for UK business which has been lost to foreign competitors." Last year's show attracted 3,500 visitors.

Called *Can You Make It?* the exhibition is free to exhibitors and is also sponsored by the Confederation of British

Industry, the Institute of Purchasing and Supply and the Institute of Marketing. It will be opened by Mr Cecil Parkinson, Secretary for Trade and Industry, at the London West Hotel, Hammersmith, on September 26. Tickets from the *London Enterprise Agency*, 69 Cannon Street, London, price £10 plus VAT.

Thursday, September 1

Huddersfield Branch, Pharmaceutical Society, Commercial Hotel, Paddock, at 8pm. Illustrated talk by Mr K. Day on "The Leeds and Liverpool Canal."

Weald of Kent Branch, Pharmaceutical Society, Postgraduate Centre, Kent and Sussex Hospital, Tunbridge Wells, at 8pm. Films on antibacterials in urinary tract infections, followed by discussions with a consultant bacteriologist.

Saturday, September 3

Reading Branch, Pharmaceutical Society, 26 Charmwood Close, Newbury, at 7.30pm for 8pm. Chairmans "At home."

Advance information

European Society of Cardiologists, Dome Theatre, Royal Pavilion Gardens, Brighton, on September 22-23. Symposium on "Evolution on the Treatment of Arrhythmias." Further information from Mr G.N. Henderson on 01-235 4086.

The Physical Education Association, University of Warwick, on September 26. One day conference on "Physical education and the asthmatic child." Cost (including lunch) members of PEA £5, non-members £7.50. Applications to The General Secretary, Ling House, 162 Kings Cross Road, London WC1 9DH.

Ag & Vet Pharmacy Group, Pharmaceutical Society, Lee Wood Hotel, Buxton, Derbyshire, on October 8-9. Weekend meeting, with theme "The importance of R&D in the animal health market." Accommodation £39.50, with reductions for children. Applications by September 19 to Mr R.E. Marshall, PSGB, 1 Lambeth High Street, London SE1 7JN.

Society of Cosmetic Scientists, School of Pharmacy, London, on October 19. Symposium on "Computers and cosmetics." Fee: members £65 + VAT, non-members £80 + VAT. Applications to Society of Cosmetic Scientists, Marshall Chambers, Mill Street, Luton, Beds LU1 2NN.

Society of Cosmetic Scientists, Palace Court Hotel, Bournemouth, from November 13-18. Residential postgraduate course in cosmetic science. Fee: members £419.75, non-members £454.25. Prospectus and application from the Society of Cosmetic Scientists, Marshall Chambers, Mill Street, Luton, Beds LU1 2NN.

CLASSIFIED

Post to
Classified Advertisements,
Chemist & Druggist,
Benn Publications,
Sovereign Way, Tonbridge,
Kent TN9 1RW.
Telephone Tonbridge (0732)
364422. Telex 95132.
Ring extension 272 for further
information.

Publication date
Every Saturday
Headings
All advertisements appear
under appropriate headings.
Copy date 4pm Tuesday prior
to publication date.
Cancellation deadline
5pm Monday prior to
publication date.

Display / Semi Display £11.00
per single column centimetre,
min 30mm. Column width
42mm.
Whole Page £950.00
(260mm × 180mm)
Half Page £500.00
(125mm × 180mm)
Quarter Page £280.00
(125mm × 88mm)

Box Numbers £2.50 extra
Series Discounts
5% on 3 insertions or over.
10% on 7 insertions or over.
15% on 13 insertions or over.

Business Opportunities

START A VIDEO CLUB!

70,000 films for hire from 14½p per day. Exchange titles as often as you like free of charge.
Min outlay only £125.
Phone 01-226 7801/7836
Retailers only — private houses not served

We are independent distributors to the retail and wholesale trade (South Midlands Location) with strong representation and warehouse facilities particularly to the chemist trade.
We now have some capacity for additional work load and seek interesting propositions.
Contact: Ian Clacton — 0536 523238.

Exports

BUYING * SELLING * SHIPPING * CONFIRMING * WAREHOUSING * EXPORTING * PACKAGING

**COMPLETE
EXPORT SERVICE**

CONTACT US FOR YOUR: EXPORT
REQUIREMENTS INCLUDING PROPRIETARY —
GENERIC PHARMACEUTICALS AND BRANDED
— UNBRANDED COSMETICS WORLDWIDE.
INQUIRIES FROM MANUFACTURERS SEEKING
EXPORT MARKETS FOR THEIR PRODUCTS ALSO
WELCOME.

**INTERPHARM EXPORTS LTD,
216 ST. JAMES'S ROAD, CROYDON,
SURREY CR0 2BW.**

TELEX: 8951260 TEL: 01-683 1160

PACKAGING * FORWARDING * BUYING * SELLING * SHIPPING * EXPORTING * CONFIRMING * WAREHOUSING * EXPORTING *

is this you? it is!!

then go
Continental



Bulk Storage
Transparent
Drawer
Bottom

A-Z
Lines

Bulk
Storage

SDC's Continental Units are specially designed for the dispensing Chemist. Approx. 12'sq ft. of floor area will give the equivalent of 270 linear feet of 4" shelving.

SDC
Tel. 0392 37791
SHOPFITTING & DESIGN CENTRE Heron Rd. Sowton Ind. Est. Exeter

A-LINE SHOPFITTERS

WITH 25 YEARS EXPERIENCE IN PHARMACY MODERNISATION WE KNOW HOW TO MEET YOUR REQUIREMENTS AT A COMPETITIVE PRICE AND STILL GIVE A PERSONAL SERVICE.

A-LINE SHOPFITTERS
3 LEA WALK, HARPENDEN, HERTS.
Tel: 05827 64150

LEXDRUM
0626 832308

WE OFFER A PROFESSIONAL
SHOPFITTING SERVICE FOR THE
RETAIL PHARMACY

LEXDRUM STOREFITTERS
Chapple Rd, Bovey Tracey, Devon.
0626 832308

LUXLINE

SHOPFITTING SERVICE

N.P.A. & NUMARK APPROVED
FREE PLANNING AND ADVICE. FOR YOUR
SHOPFITTING PROJECT.

Contact: — **LUXLINE, 8 COMMERCE WAY, LEIGHTON BUZZARD,
BEDS. Tel: 0525 381356.**

Pharmacy SHOPFITTING
• COMPLETE PHARMACY
SHOPFITTING SERVICE •
• SPECIALISED DISPENSARIES •
• SEND FOR RETAIL CHEMIST
REPORT • *Now!*

StoreDesign
Tel. (0383) 823636
DALGETY BAY
HILLEND ESTATE
DUNFERMLINE
FIFE

ALPLAN

STORE FITTINGS
LIMITED

For the ULTIMATE in
pharmacy design with
emphasis given to
individual requirements.
Telephone: **0626 832059**
Allplan House, Cavalier
Road, Heathfield, Newton
Abbot, Devon TQ12 6TG.

**PHARMACY
SHOPFITTING
CONSULTANT**

*Highly Recommended
by many Pharmacists*

Phone: 061-445 3506

H. A. Peyser, 20 Fairfax Avenue,
Didsbury, MANCHESTER M20 0AJ

**Professional Prescription
Computer Labelling**

Your next assistant should look like this.



Look what the John Richardson
labelling system can do for you.

- Superb labels fast
- Hundreds of doses
- Up to 2000 drugs, depending on the system selected
- Printed summaries at any time
- Product coding (Link, Prosper, PIP)
- Stock Control
- Automatic cautionary labels
- Simple to use
- Lease/purchase terms from £14.41 per week including full maintenance (Yours after 3 years).

Important Announcement
Special offer to NPA members during
the month of September — a John
Richardson labelling system for
only £995!

Where you can see it?

Write or telephone for a demonstration,
or a videotape which you can view in the
privacy of your own front room.
Next area demonstration will be on
Sunday 28th August at the Langstone
Cliff Hotel, Dawlish Warren, nr Exeter.

LOOK OUT FOR OUR STAND AT CHEMEX!

**John Richardson
Computers Ltd**

N.P.A. RECOMMENDED



Unit 337, Walton Summit, Bamber Bridge, Preston
Lancashire PR5 8AR Tel (0772) 323763



Stock for Sale



GERALD FRASER
WHOLESALE COSMETICS
IF YOU WANT
FRENCH PERFUME
ENGLISH PERFUME
DISCOUNT PRICES
DISCOUNT COSMETICS

Give us a call at:
 402 Cheetham Hill Road,
 Manchester
 061-740 9811

or alternatively visit us at
CHEMEX 83
STAND 17
THE CUNARD INT. HOTEL

Open 9.30-5 weekdays;
 10-2 Sundays

PERFUMES/COSMETICS

A wide range of branded and non-branded, from one of London's leading perfumery and cosmetic wholesalers.

SHURE ENTERPRISES,
 5-7 Great Eastern Street,
 London EC2.

Tel: 01-247 3122

Telex: 894921 SHUREG

Open Mon-Fri 10.00 am-6.30 pm.

Sunday 9.00 am-2.30 pm.

We deliver reasonable orders.

Professional Prescription Computer Labelling

NOW with drug interaction alert



Print drug labels
in seconds and save
up to £900 a year
with a Border system

Ask now for literature and a demonstration of our proved system. Writes letters and keeps NPA ledger accounts as well. Ring (05474) 368 or write

Border Computing & Programming

Osg Kennel Lane
 Bucknell
 Shropshire SY7 0AX

Trade Services

Tablet Production,
Liquid Production,
Powder Production,
Packing ...



CONTRACT PHARMACEUTICAL SERVICES LIMITED
 Park Road, Overseal, Burton-on-Trent, Staffordshire
 Telephone (0283) 221616, Telex 341345

Courses

CHELSEA COLLEGE University of London

PRE-REGISTRATION COURSE IN COMMUNITY PHARMACY

A course of 62 three-hour sessions to help you
Develop your patient counselling and managerial skills
 Commencing date 5 October 1983.

Syllabus and enrolment forms from:
Mrs M.G Loader, Room 14A, Chelsea College, Manresa Road,
London SW3 6LX.
Telephone: 01-351 2488 extn. 2420 (mornings)

Stock Wanted

ABORDA LTD, BEAUTY BAZAAR

Specialist and proven staff organisation suppliers for 10 years require close out fragrance and cosmetic products for ever increasing market. Job and bankrupt stocks of products allied to the beauty market considered.

Please call: —

Mr. A. Fishman, Aborda Ltd. — 0272 842443.

Property for Sale

PROMINENT SHOP PREMISES

and large basement opposite New Cross Gate underground and S.R. station.
 Previously thriving chemist and toiletries for 70 years.
 Suit any trade. New lease at £4,950 pa. excl. No premium.

TYSHOE LTD.
132 Lower Road, S.E.16
01-237 6575/5862.

CHEMIST & DRUGGIST

ORDER FORM

Classified Advertisements

Post to Classified Advertisements, Chemist & Druggist, Benn Publications Ltd., Sovereign Way, Tonbridge, Kent TN9 1RW
 Telephone: 0732 364422 Ext. 272
 Copy date 4pm. Tuesday prior to publication date

Please insert as below our advertisement under the heading _____

Please invoice _____ insertions _____

PLEASE PRINT _____

Address _____

Phone _____ Date _____ Signed _____

Manufacturing & Distributing Services

DoxatetTM

is Doxycycline

A new Doxycycline tablet from Cox Pharmaceuticals

Now available from your usual wholesaler



Presentation: Carton containing blister strip of 10 tablets. Basic NHS price £4.11 PL1866/0011. Legal category POM. Each tablet contains Doxycycline Hydrochloride 80 mg equivalent to 100mg Doxycycline base.

Cox Continental Limited, Whiddon Valley, Barnstaple, Devon EX32 8NS. Tel: 0271 75001

Focus Solutions

Suppliers & Wholesalers of Contact Lens Solutions Eye Care Cosmetics and Accessories

Abatron Allergan
Barnes Hind
Bausch & Lomb
British American Optical
Burton Parsons
Calotherm Contactasol
Cooper Vision
Eye Care, Hydron, Kelvin
Optique, Sauflon
Smith & Nephew, Titmus

Telephone Marion Byers at Berkhamsted (04427) 74326 for details

Focus Contact Lenses

Northbridge Road, Berkhamsted, Herts., HP4 1EH



PLASTIC PRODUCTS

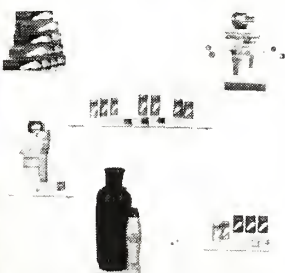
**BABY PANTS
TODDLER PANTS
INCONTINENCE PANTS
MATTRESS SHEETS
COT SHEETS**

etc., etc.

**HENLEYS
OF HORNSEY
LTD.**

**London N8 0DL
Tel: 01-889 3151/6**

FAIRFIELD DISPLAYS



Floating Window Display System

SHOPFITTING & DISPLAY EQUIPMENT

Large range of toughened glass cubes, glass counters, showcases, wall units, counter top displays.

Agents throughout U.K. Send for free brochure.

NEW SHOWROOM:

32 Victoria Road, Farnborough, Hants. GU14 7PG.
Tel: 0252 546191

PARACETAMOL TABLETS? WE'RE THE UK'S LARGEST SPECIALIST PRODUCER!

In bulk or bottles, strip pack or own label — try us for aspirin or saccharin too!

Fast service — unbeatable prices — from
THE WALLIS LABORATORY,
11 CAMFORD WAY, SUNDON PARK, LUTON LU3 3AN
TEL: Luton (0582) 584884

Apeils Systems



From Apeils Systems a complete range of shop and dispensary equipment designed to increase your profits



The modular system for your ideas



Precision Dispensary stock control system

Unit F, Dalroad Industrial Estate
Dallow Road, Luton
Bedfordshire LU1 1SP
Telephone: Luton (0582) 30833

ORALCER

SLOW RELEASE FOR

PELLETS

FOR MOUTH ULCERS

NOT A GEL — NOT A PASTILLE — BUT PELLETS

that slowly release 2 Active ingredients at site of ulceration

VITABIOTICS LTD. 122 Mount Pleasant Alpertown Mddx. 01-903 5541

CHEMEX'83

INFORMATION and ADMISSION TICKETS from:

TRADES EXHIBITIONS LTD, Exhibition House, Spring St, London W2 3RB. Tel: 01-262 2886.

THE RETAIL CHEMIST EXHIBITION

The Cunard International Hotel, London W.6 11-13 September 1983

Why we will play an important part in your future



New pharmacy-only products

have been developed to meet the genuine needs of your customers by Bristol-Myers, one of the world's top ten pharmaceutical companies.

Marketing and media muscle

will ensure that your customers are made aware that these new products are available exclusively through their local pharmacy.

A valued member of the community health team,

you have the full support of Bristol-Myers Pharmacare, totally committed to getting a balance of brand development, training and promotion that will help your business to grow.



BRISTOL-MYERS PHARMACARE*